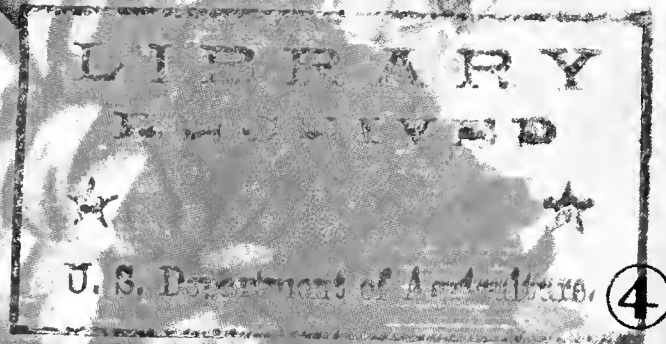


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Chrysanthemums

1. Geraldine
 2. White Norma
 3. Royal Queen
 4. Citrus Queen
 5. Marcella
 6. Enton Beauty
 7. Freida
 8. Mrs. J. S. Roberts
- One Each of the Above \$2.50
Collection
For description and price, see
pages 12, 18, 20, 22, 28.



1937

⑤

Elmer D. Smith & Co. ADRIAN MICHIGAN

Read This Page of Instructions



HOW TO CARE FOR PLANTS ON ARRIVAL

When plants have been transported considerable distance they often show the effects of such treatment, especially so if delayed in transit. When they have been packed three or more days their roots should be submerged in tepid water a few hours, this treatment will revive them sufficiently so they will be more likely to survive when planted out of doors or placed in pots. The moss may be removed or if the ground is dry it may be left intact and then planted, thus treated moisture will be conserved at the roots which will be very beneficial and may establish some that would otherwise be lost. It is also well to make the soil fairly firm near the plants which prevents rapid evaporation.

PLANTING RECORDS

When the exact location and the varietal names are desired the following system should be adopted. Draw a diagram of the space planted and number the plants or rows, if all are the same, and keep this record in a file or book. Indicate the name of each number. If this course is followed identity is always available and lost labels are of no consequence.

COLOR VARIATION

The originator of new varieties usually decides which kind of bud to reserve or at what date the proper bud generally appears. Such data is important, if the same results are secured, as it has a bearing on the color as well as the form of the bloom. The early bud usually produces the largest bloom and is lighter in color than blooms secured from the late buds. Some varieties that are white from an early or crown bud are more or less pink if a late or terminal bud is reserved and yellows may be bronze.

KEEP THIS CATALOG FOR REFERENCE

This catalog is really a book of reference, giving the height the plants attain, and the best bud to reserve for the many sorts especially so as the time for securing buds draws near. Every word in this catalog from cover to cover is worth reading and may throw light upon some subject important to the recipient.

To Our Patrons

This is the forty-seventh catalog we have issued since beginning the improvement of the various types of Chrysanthemums. During these years we have offered our patrons 664 varieties of a higher quality than has been offered by any firm in America.

New conceptions for other achievements, either as to form or color, provide material for further consideration. The most pleasant feature incident to this work is the fact, there yet remains opportunity for advancement.

Cultural suggestions on the last pages of this catalog will, no doubt, be appreciated by many interested in this class of plants.

It will be our endeavor to maintain the same confidence and good will in all dealings as has been characteristic of past relations.

For those who prefer kinds that are not strictly new, is a very complete list of standard varieties offered at a low price and comprised of many of the most popular kinds.

In our descriptions we have endeavored to state the plain facts rather than exaggerate in any way whatsoever. The use of many adjectives adds very little to the beauty of the flowers, since everyone has his own opinion on this subject.

Trusting we may have a continuance of your patronage, we are

Very respectfully,

ELMER D. SMITH & CO.

**NO ORDER ACCEPTED FROM THIS
CATALOG FOR LESS THAN \$2.00
Except Manual, Sample Package of Chrystaline,
Collections and Seed**

READ THIS BEFORE MAKING ORDER

Remember, we do not supply less than 5 plants of a kind at ten, and 25 at hundred rate. This means you must order 5 or 25 of a kind in order to secure the ten or hundred rate.

TERMS OF SALE

Important—Read Carefully Before Ordering

QUOTATIONS: The prices quoted are as low as can be made for strictly first-class stock and are for U. S. Currency. This list cancels all previous quotations.

REMITTANCES for all orders should be made by Postoffice, Express Money Order or Bank Draft, Canadian, Mexican and all foreign customers are requested to remit by Postoffice Money Order, which is not subject to discount like checks and other forms of exchange.

FILLING ORDERS. All orders are filled in strict rotation, carefully labeled, lightly and securely packed, and delivered to the carriers in good condition. In case stock of certain varieties is exhausted, we reserve the right to decline the order. To partially avoid such action, place your order early, so that the plants may be set aside. Assist in prompt delivery by using order sheet.

EXPRESS DELIVERIES. When plants are preferred with the soil and roots intact, we usually forward by express.

PARCEL POST DELIVERIES. Many patrons prefer plants sent by Parcel Post, in which case the soil is removed and the roots wrapped in damp moss. Those who prefer this method of delivery, please add 10 per cent to the amount of the order to all points east of the Mississippi and 15 per cent to all points west of the Mississippi, also to Canada and Mexico, to cover postage.

FOREIGN SHIPMENTS (except Canada and Mexico) require treatment, both as to condition of plants and method of packing to insure safe delivery. We ask such customers to add 25 per cent to amount of the order to cover this extra expense.

CLAIMS OR DAMAGE. All claims for damages must be assumed and entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for plants frozen in transit, or injured by delayed deliveries or rough handling.

NO GUARANTEE. While we exercise utmost care in executing all orders to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms, they must be returned at once.

Early Hardy or Garden Varieties

The general public have shown an increasing interest in this class during the past season. We have endeavored to give the height and flowering period as well as a description of color of each variety, which we believe will be appreciated by those interested. It will, at least, afford them an opportunity to arrange their plantings so as to show to best advantage.

The hardy varieties may be planted in the vegetable garden in the spring, given good culture, the centers repeatedly pinched out as directed under ROCK GARDEN PLANTS on page 41 and when in bloom may be lifted and replanted in any position on the lawn. They may also be put into vases or window boxes in separate or mixed colors as desired.

Introductions for 1937

ANN MILLER. An early flowering variety, in full color August 25th. Possesses true autumn tints, deep russet or orange red. Was greatly admired by all of our visitors. Attains 16 inches in height with flowers $2\frac{1}{2}$ inches in diameter.

DEANNA. A counterpart of Early Bronze as regards flowering date (September 10th), form and size of flowers ($1\frac{1}{2}$ inches in diameter). Also of same dwarf bushy growth, 12 to 14 inches in height. In color, it is darker than Early Bronze, a bright bronzy red, reverse of petals orange.



Deanna



Ann Miller

WHITE GULL. A dwarf baby pompon, not exceeding 12 inches. Growth, very compact like Amelia or Azaleamum. Flowers produced in great abundance, pure white, 1 inch in diameter and in full flower August 20th.

Plants from $2\frac{1}{4}$ -inch pots: \$0.50 each; \$4.50 per ten; \$40.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Introductions of 1936

EMMET. A very free flowering single and as it flowers by the middle of September is admirably adapted for garden culture. Is a rosy bronze in color with flowers 2 inches in diameter.

ILLCO. A light pink single. Is a counterpart of Emmet with the exception of color. The dwarf habit and freedom of bloom are remarkable and admirably fit them for garden display where mass of color is desired. Height of plant, 18 inches. Flowers September 15.

NACOLA. An exceedingly bright yellow, surpassing other varieties of this type in that respect. Flowers $2\frac{1}{4}$ inches in diameter; free flowering. In perfection September 15 to 20. Height of plant, 20 inches.

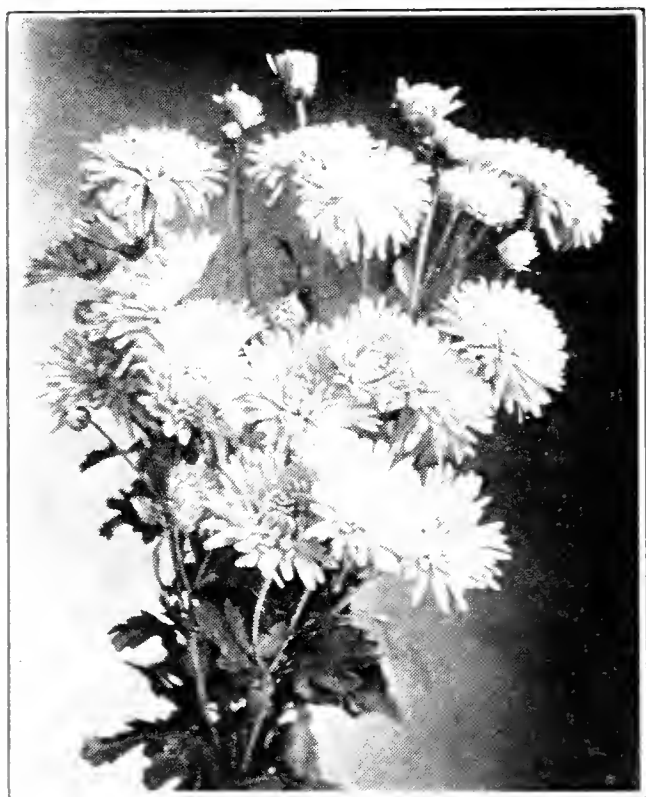
PANOLA. This variety is a seedling from Amelia, or Azaleamum as it is sometimes known. It is a dark rosy pink possessing the same dwarf habit and freedom of bloom as Amelia. Flowering period, September 15 and later. Height of plant, 15 inches. Those who are partial to Amelia should not overlook this variety which is a great improvement in color.

Plants from $2\frac{1}{4}$ -inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

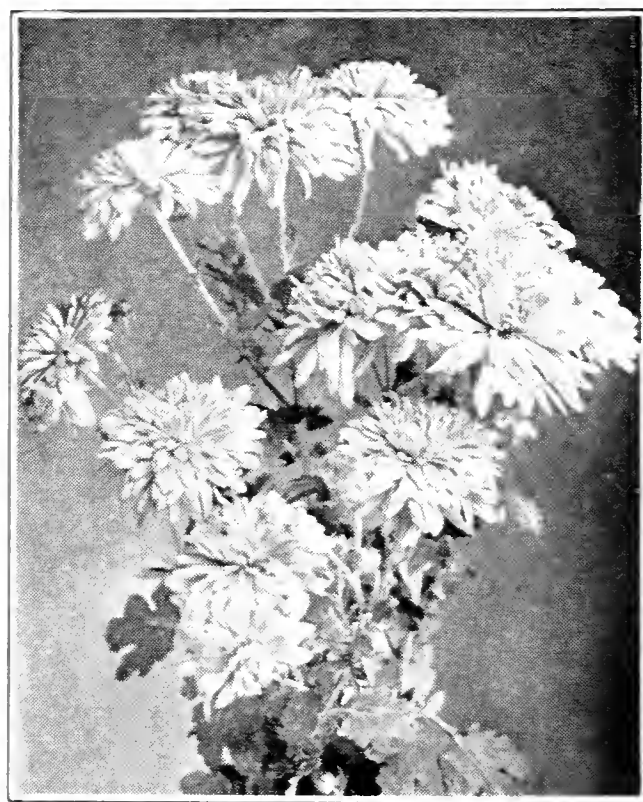
Introductions of 1935

CRIMSON GLORY. Very bright crimson surpassing all early pompons of this color. Matures October 5. Excellent stem and foliage; height 16 inches, flowers $2\frac{1}{4}$ to $2\frac{1}{2}$ inches in diameter. This is also an exceptionally fine variety to grow under glass maturing October 10.

HALDONA. A wonderful apricot colored garden variety; much the same as Glomero but of decorative type and larger flowers, $2\frac{3}{4}$ inches in diameter. Matures October 8; height 22 inches. A decidedly new color in this type.



Saranac



Octoraro

OCTORARO. A beautiful rose pink similar to Rosy Gem with a little less of the violet cast. The very best of this color. Flowers $2\frac{1}{2}$ to 3 inches in diameter with reflexing petals; true decorative type. Stiff upright stem; height 26 inches. Matures October 10.

SARANAC. Bright yellow, darker than Wolverine and very free flowering; good stem and foliage. Height 18 inches; matures October 5. Produces 3 inch blooms.

Plants from $2\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

The majority of Chrysanthemums are hardy south of the Ohio River and many are hardy in the northern states, as far as the plant is concerned, but they must flower before early frost to be of service. The varieties offered below generally flower from the last of August to the middle of October.

As earliness is very important to those in the northern states, we herewith append the dates when the color is prominent on most of the varieties.

Carrie, Normandie, Winnetka and Wolverine—August 20. A. Barham, Alice Howell, Amelia, Eden and Lorelei the end of September.

We recommend to all customers living in Southern Michigan and further North the following varieties which usually flower on or before October first.

A. BARHAM. Beautiful orange-bronze. Early; matures September 30. Height 2 feet.

ALADDIN. See Mrs. Phil Page which is synonymous.

AMELIA. (Also known as Azaleamum, Lavender Rose and Pink Cushion). An old variety recently renamed and brought to prominence owing to its early flowering characteristics. Blooms in September and continues until killed by frost. Color bright pink.

AZALEAMUM. See description above.

BARBARA CUMMINGS. See Yellow Normandie which is synonymous. Page 8.

BRILLIANCY. (Introduced by us 1934). An early single flowered variety of unusual brilliancy. The color is bright red with a halo or circle of yellow around the disc. Strong upright growth 18 inches high. In perfection October first, flowers two and three-quarters inches in diameter.

CARRIE. (Syn. Glory of Seven Oaks). Deep yellow, a beauty. Matures September 25. Height 2 feet.

CRIMSON SPLENDOR. (Introduced by us 1933). A new single, light red in color. Flowers 3 inches in diameter mature October 1. Plant attains about 1¼ feet in height.

EARLY BRONZE. A hardy pompon. Color orange-bronze. In full bloom September 20 and remains in fine condition until severe frost. Height 20 inches. Diameter of flowers 1⅝ inches.

EDEN. Bright rose. A beauty when disbudded. Matures September 30. Height 1½ feet.

EVELYN. When first opening is a near approach to crimson, assumes a deep bronze hue at maturity. Maturity about October 1. Flowers 2½ inches in diameter. Height 22 inches. Dwarf, upright growth.

FLASH LIGHT. (Introduced by us 1934). A bright glowing crimson, the first bright red to be included in the early hardy or garden section. Petals convex or roll outward. Matures September 30 with flowers three and one-quarter inches in diameter.

GLADA. (Introduced by us 1930). A soft pink approaching light salmon. Flowers most profusely the end of September. Flowers 3 inches in diameter. Height 1½ feet.

JEAN CUMMINGS. A new white variety coming into perfection about October first. Flowers are three inches in diameter. Plants attain a height of one and one-half feet.

JEAN TREADWAY. Very free flowering. Blooms about two and one-half inches in diameter. It first opens light pink and as it matures becomes much lighter, nearly white. In perfection October first. Height about one and one-half feet.

LA SOMME. Deep mauve-pink. Flowers September 25. Height 2 feet.

LORELEI. (Introduced by us 1933). A very productive yellow which we consider an improvement on Wolverine both in length of stem and freedom of bloom. Ready to cut September 10. Height 26 inches with flowers 3 inches in diameter.

MAYELLEN. (Introduced by us 1925). Color cerise-pink with yellow anemone center. A seedling from Winnetka and possessing the same habit of continuous flowering from September 15 to November. Height 2 feet.

MRS. PHIL PAGE. With us this new variety reaches full beauty in October but does not make the wealth of bloom of Carrie, Wolverine, Normandie and Yellow Normandie during September. The color is a pleasing shade of bronze similar to A. Barham.

- NORMANDIE.** One of the earliest and best cream whites. Flowers September 10. Height, 1½ feet.
- ROSZIKA.** (Introduced by us 1934). Disseminated as Pink Lady. A medium shade of pink, darker in color than Murillo. Matures about September 20. Growth dwarf, 18 inches. Flowers 2¼ inches in diameter.
- SONOMA.** (Introduced by us 1931). A bronze with golden reverse and gold tipped petals. A profuse bloomer, coming into color October 1st. Flowers 2½ inches in diameter. Height 2½ feet.
- SUNKIST.** (Introduced by us 1934). Bright orange, darker than Glomero, exceedingly free flowering. Dwarf in growth, about 18 inches in height. This variety really belongs to the intermediate pompon section as the flowers are only one and three-quarter inches in diameter; matures September 25.
- TASIVA.** (Introduced by us 1928). Very free flowering white. Matures October 1st. Height 2 feet. In wealth of bloom this variety is surpassed by none in this section.
- WINNETKA.** (Introduced by us 1914). Pure white. Very free flowering. Flowers September 20th. Height 1½ feet.
- WOLVERINE.** (Introduced by us 1923). A seedling from Normandie. A beautiful color and very desirable where early flowers are required. Matures August 30th. Height 2 feet.
- YELLOW NORMANDIE.** A bronze-yellow sport from Normandie. A beautiful color and very desirable where early flowers are required. Flowers September 10th. Height 1½ feet.
- ZAZA.** (Introduced by us 1931). Yellow with orange at the base of the petals; of dwarf habit. Shows color October 1st. Flowers 2½ inches in diameter. Height 2 feet.

Additional Hardy or Garden Varieties

The following varieties are not as early flowering as the foregoing list but are as satisfactory to those living south of Ohio. The color of the flowers in this section is less apt to fade from the bright autumn sun.

- ALICE HOWELL.** A beautiful shade of orange-yellow. Single. Early as well as free flowering. Flowers October 5. Height 1½ feet.
- DAZIRA.** (Introduced by us 1934). This Korean hybrid is very free flowering. A small cutting will make a plant with a spread of 20 inches in height completely covered with single flowers 2¼ inches in diameter. When first opening flowers are delicate pink but eventually turn to white. In season October 10.
- GANNA.** (Introduced by us 1931). A bright pink in color, strong robust growth. Free flowering; coming into color October 1 and fully developed about October 12. Flowers 2½ inches in diameter. Height 2½ feet.
- GLOMERO.** (Introduced by us 1933). A very free flowering bronzy orange, similar to Arlyn and Bonibel. As it is only 1½ inches in diameter it belongs to the intermediate pompon section. Very desirable for outdoor planting. Height 23 inches. Cut October 5. A fine early light orange for floral arrangements.
- HILGA.** (Introduced by us 1933). Color, bluish magenta approaching the color of Eden. Petals of varying lengths or cactus type. Height 18 inches. Dwarf, upright growth. Flowers 3 inches in diameter mature October 15.
- ISOTTA.** (Introduced by us 1928). Early bronze maturing October 10. Of dwarf habit and exceedingly free flowering; not as early as some varieties but very useful when autumnal conditions are favorable. Height 2½ feet.
- LITTLE BOB.** This belongs to the small pompon or button type but owing to its extra hardiness we deem it advisable to include it with this list. It does not flower until October 1 but is quite resistant to frosts and is very free flowering. Height 1½ feet. Color, dark bronze.
- MULDOON.** (Introduced by us 1931). A purplish amaranth in color. Flowers somewhat of the pompon type; free flowering and good growth. Matures October 12. Flowers 2 inches in diameter. Height 2 feet.
- MURILLO.** (Introduced by us 1925). This variety is not as early as some kinds, flowers October 12, but is of strong growth and very hardy. It is the best shade of pink among the early hardies. Height 2 feet.

NATOMA. (Introduced by us 1934). A very fine bright pink, brighter than Eden. Decorative type and very productive. Blooms two and one-half inches in diameter mature October 10th. Height of plant about two feet.

OCTOBER GIRL. Flowers 2 inches in diameter, semi-double, pink when first opening, becoming shaded with lavender when fully opened which occurs October 15.

OLGA. (Introduced by us 1932). This early hardy begins showing color September 20, presenting an orange-bronze cast which changes as it develops to a medium shade of pink; slightly darker than Murillo. Height, 2 feet. Matures October 10.

RED FLARE. (Introduced by us 1933). The first bright red garden variety. It is of the pompon type; about 2 inches in diameter, a little larger than the varieties belonging to the intermediate section. Height, 20 inches. Strong, upright growth. Matures October 15.

ROSY GEM. (Introduced by us 1932). Another bright pink or rose-colored hardy variety; similar to Ganna but of a slightly softer tone with less of the purple cast. Height, 2 feet. Shows color last of September. Fully developed October 15.

RUTH CUMMINGS. Color reddish bronze with terra cotta shadings aging to a soft bronze. Flowers 2 inches in diameter. Matures about the middle of October. Height, 1½ feet.

RUTH HATTON. A free flowering white with dwarf branching habit. On first opening it shows a lemon center which eventually fades to a pure white. In perfection about October 20th. Flowers two inches in diameter and plants attain two feet in height.

YELLOW GEM. This new Pompon is recommended for outdoor flowering, hence we have placed it among the garden varieties. Color bright yellow, is very free flowering. Height of plant 15 inches. Flowers 1¼ inches; mature October 15th.

Plants from 2¼-inch pots; \$0.20 each; \$1.50 per ten; \$10.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

Early Hardy Single Varieties

From Various Sources

In addition to the aforementioned varieties, we are including a list of singles which are very acceptable to those interested in Chrysanthemums for the garden. Many customers prefer singles to double flowers. They are, however, quite fragile and more easily harmed by severe storms and are in most instances likely to be permanently injured by early frosts. They may be most successfully grown by those persons living near the fortieth degree latitude. These varieties flower from September 15 onward, whereas, most of the Korean Hybrids flower too late for localities where killing frosts occur before October 15.

ASTRID. This new single flowered will, no doubt, be exceedingly hardy, the same as Arcticum, one of the primitive types. It blooms on or before October 1st and the flowers, 3 inches in diameter, are a pleasing shade of light pink with apricot shadings.

CLIO. Dwarf, compact, with masses of carmine-rose flowers.

FORTUNA. Medium, curly petalled, ox-blood red flowers, 3 to 4 inches in diameter.

HESTIA. Medium, semi-double, rose pink, white halo around yellow disc.

JUNO. Very dwarf, single, coppery red changing to salmon when open.

NIOBE. Dwarf, white with yellow disc, 2 inches in diameter, very profuse.

NYSA. Tall, upright, single, rosy lilac flowers, 3 inches in diameter.

PSYCHE. Single shell pink flowers, 4 to 5 inches in diameter, vigorous.

SAPPHO. Dwarf, large single pure yellow flowers.

THALIA. Dwarf, bushy, double bright orange flowers.

VESTA. Medium, double, deep golden orange flowers, 2½ inches in diameter.

Plants from 2¼-inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Korean Hybrids

The following varieties produce single flowers and are, no doubt, very desirable in localities where the frost does not occur prior to October 1st. In Northern latitudes they are quite likely to be injured before they are in full bloom. The colorings presented in this section are, in many instances, quite striking and have been favorably received in many localities.

APOLLO. Reddish bronze, diameter 2 inches, profuse sprays, blooms October 10th.

DAPHNE. Delicate orange pink, diameter 3½ inches, height 2 feet, blooms October 12th.

DIANA. Delicate shades of rose, lilac and salmon, blooms October 12th.

LOUISE SCHLING. Salmon red, 3 rows of petals, free flowering, diameter 3 inches.

MARS. Dark red velvety sheen, height 2½ feet, blooms October 15th.

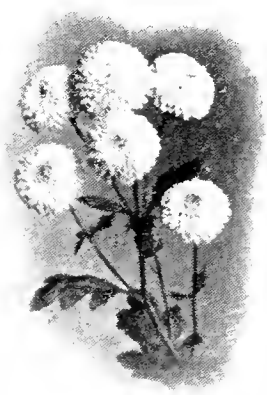
MERCURY. Bronzy red, 3 inches in diameter, height 2 feet, blooms September 30th.

Plants from 2¼-inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Pompon Section

The word pompon as applied to the small flowering chrysanthemum was given it from its resemblance to a worsted ornament worn in the French soldiers' cap. They have been divided into three classes, those which are an inch and a half or less are known as the button or baby type, those from one and one-half to three inches are known as intermediate type and the large for dis-budding are from three to four and one-half inches in diameter. The true pompon type is round, not a flat flower.



The Button or Baby Type

In addition to being useful for cutting, the varieties are dwarf and admirably adapted to pot culture, making exceptionally fine plants, either for home decoration or for the outer row of large exhibition groups. Potted in June and stopped several times they may be had from eight to sixteen inches in height from soil. We especially recommend these for this purpose.

Introductions for 1937

AGATE. Bright yellow showing a distinct red eye, a most striking combination. Matures October 25th. Flowers 1 inch in diameter. Height 18 inches.

DOROTHY NEHRLING. This we consider the best pink baby pompon yet introduced, matures November 15th to 20th. Color, deep pink changing to rose pink at maturity. Flowers 1 inch in diameter, extremely double with strong wiry stem. C. S. A. Certificate.



LITTLE BILLY



DOROTHY NEHRLING



ROSEUS



AGATE

GERALDINE. Lemon yellow, of the most perfect button type. The petals concave giving the flowers a puffed or inflated appearance like so many beads arranged in the form of a ball. It is like Crystal Jewell except color. A splendid late variety maturing December 1st. Very productive. Color reproduction front cover.

LITTLE BILLY. A very productive variety with small flowers, $\frac{7}{8}$ inch in diameter, color sulphur yellow and of most perfect form. Growth, $2\frac{1}{2}$ feet, matures November 1st.

ROSEUS. A light pink sport from Sarda which it resembles in growth and freedom of bloom. Sarda is a sport of Pink Dot. Diameter $1\frac{1}{2}$ inches. Matures November 10th.

Plants from $2\frac{1}{4}$ -inch pots: \$0.50 each; \$4.50 per ten; \$40.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Introductions of 1936

The Quintuplets

If the attention this collection of five baby pompons attracted at the National Chrysanthemum Show in Detroit can be used as a basis of general approval, we predict they will enjoy unusual popularity. They are distinct in color, similar in form and most productive. These qualities, in addition to their daintiness and pleasing colors, are truly symbolical of the five Dionne Babies.

ANNETTE. A delicate pink with fully double flowers. Height 3 feet. Diameter of flowers, $1\frac{1}{4}$ inches. Matures October 30.

CECILE. A light yellow with reflexing petals. Plants attain about 2 feet in height and come to maturity November 10. Diameter of flowers, 1 inch. Free flowering and has small foliage.

EMELIE. Very full compact flower, pure white, petals slightly reflexed. Rather dwarf in growth, about 2 feet in height. Flowers, $1\frac{1}{4}$ inches in diameter. Matures October 30.

MARIE. This is the smallest of the collection, $\frac{3}{4}$ inch in diameter. Color, orange with a slight tinge of bronze. Height, $2\frac{1}{2}$ feet. Matures November 5.

YVONNE. This is the largest flower of the collection. Color red showing some of the golden reverse. Flowers $1\frac{1}{2}$ inches in diameter. Matures October 30. Height 3 feet.

Plants from $2\frac{1}{4}$ inch pots: \$0.40 each; \$3.00 per ten; \$25.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

Introductions of 1935

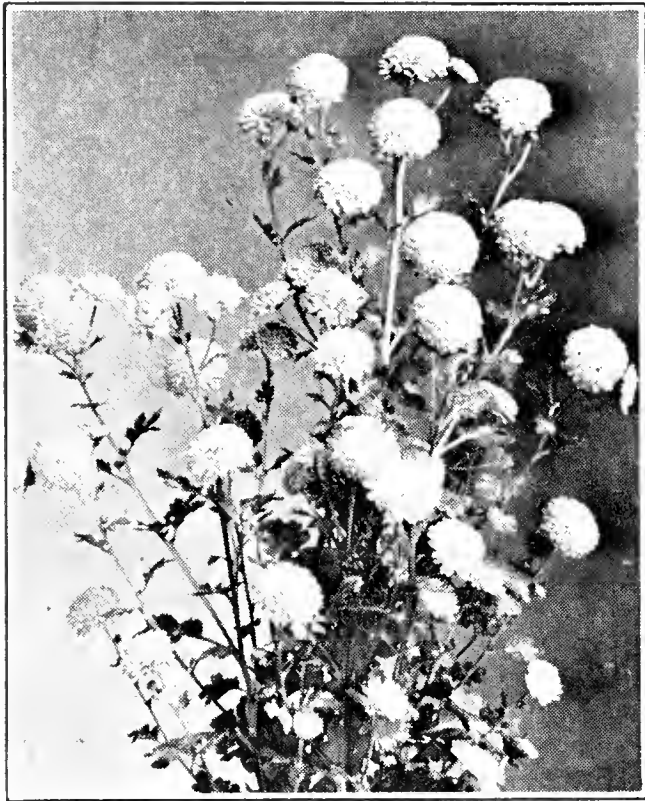
BROWNIE. Color dark bronze and form most perfect, true baby pompon type. Flowering date November 10. Flowers $1\frac{1}{4}$ inches in diameter. A product from University of Illinois.

CLAUDETTE. Yellow in color, resembling Gold Mine, maturing a little later, October 30. Perfect in form with stiff stem and small foliage. Flowers $1\frac{3}{8}$ inches in diameter.

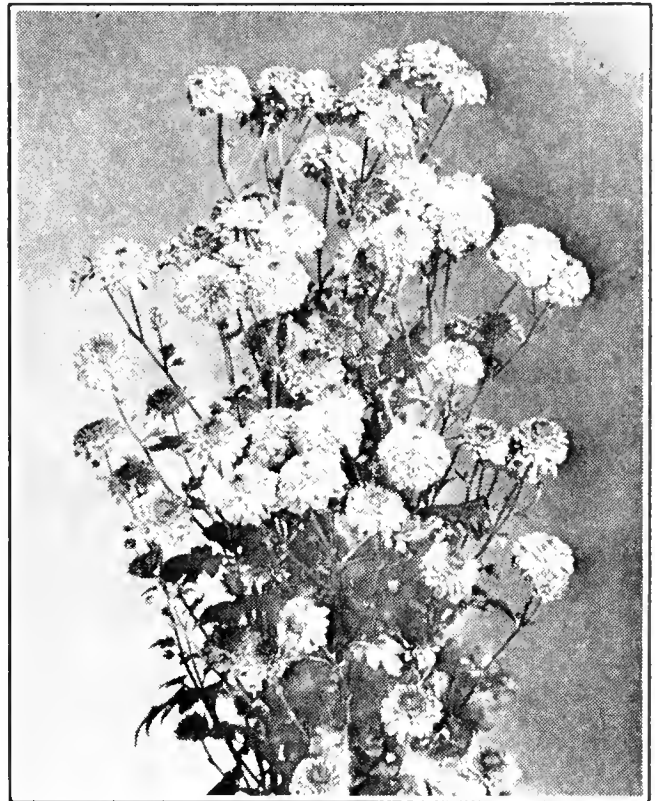
CLISTA. The small petals concave or turn inward forming a perfect ball. The bright yellow flowers are produced in abundance. Height 2 feet. Developed November 10. Diameter of flowers $1\frac{1}{8}$ inches.

CRYSTAL JEWELL. Very perfect in form, pure white and matures November 25th. The short petals are concaved showing only their outer surface. Productive and very desirable owing to its late flowering period. Flowers $1\frac{1}{4}$ inches in diameter.

GALVA. A round flower of the true pompon type. Color, bronze with golden reverse. Strong stem and good foliage. Sprays of perfect arrangement. Diameter of flowers, $1\frac{1}{4}$ inches. Matures October 30.



Claudette



Zoroka

LETHA. Color reddish brown with convexed and reflexing petals; small foliage, strong stem and very productive. Plants 30 inches high. Flowers $1\frac{3}{8}$ inches in diameter mature October 25.

ZOROKA. Yellow with tips of petals bronze showing a bright eye similar to ZORA. Growth strong with good stem; very productive. Diameter of flowers $1\frac{1}{4}$ inches; matures October 30.

Plants from $2\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

The varieties fully described, herewith, are those which have been in greatest demand the past three years, hence we consider them the best of this section.

BABY DOLL. (Introduced by us 1920). The size of Baby, maturing October 25; of the freest flowering habit. Light yellow with slight bronzy tinge, which disappears when fully developed. The most dwarf of this collection. When potted in June and stopped occasionally will give plants eight to ten inches high.

BONNIBEL. (Introduced by us 1931). A very distinct pompon of orange-buff color. Very free flowering, flowers $1\frac{1}{4}$ inches in diameter. Dwarf growth, about $2\frac{1}{2}$ feet.

BRIGHT EYES. (Introduced by us 1920). As the name implies each flower has a bright eye. As the outer petals unfold they are bluish white and the unfolded petals, showing the reverse side, present an apricot color. This distinction disappears as flowers develop. Matures November 1. Height 3 feet.

CLARE. (Introduced by us 1922). A very free flowering variety of the purest white. Wonderful keeping qualities. Blooms November 15. Height $2\frac{1}{2}$ feet.

DAINTY MAID. (Introduced by us 1922). The most perfect of all the baby pompons, both in form and fullness. Color, a pearly white. Height $2\frac{1}{2}$ feet. Matures November 1.

DOLORA. (Introduced by us 1931). Being 1 inch in diameter, this belongs to the button section and is bronze, similar to Hilda Canning. Height 4 feet. Matures November 2. Very profuse flowering.

GOLD MINE. (Introduced by us 1928). Very bright yellow, $1\frac{1}{4}$ inches in diameter, true pompon type. Ready to cut October 25. Height 2 feet.

LITTLE TOT. (Introduced by us 1920). A pale pink of very pleasing shade. All the side breaks flower freely and simultaneously thus producing long attractive sprays. Flowers first week of November. Height 2 feet.

MARGOT. (Introduced by us 1925). The earliest white pompon, maturing October 8. Flowers $1\frac{1}{4}$ inches in diameter. Rather dwarf, should be planted in June for long stemmed sprays.

MARILYN. (Introduced by us 1932). Orange-tan in color, a trifle darker than Bonni-bel. Flowers $1\frac{1}{4}$ to $1\frac{1}{2}$ inches in diameter, hence belongs to the intermediate section. Free flowering and with good upright stem. Height, $3\frac{1}{2}$ feet. Matures October 22.

MARY PICKFORD. (Introduced by us 1921). Of most perfect form. Outer petals reflex at maturity nearly to stem, forming a perfect ball. Pure white. Diameter of flowers 1 inch. Matures November 1. Medium height.

NORINE. (Introduced by us 1925). Very bright yellow. Flowers $1\frac{1}{4}$ inches in diameter. Matures November 20 to 25, just right for Thanksgiving use. Produces large sprays on strong stems. Height $2\frac{1}{4}$ feet from June planting.

PADOKA. (Introduced by us 1926). A very free flowering baby pompon, color light salmon, dwarf, maturing October 20, grow natural.

PATSY DOWD. (Introduced by us 1934). In honor to the diminutive radio artist. This adds another to our long list of achievements, the first red baby pompon to be introduced. Bright and clear in color with splendid upright growth and strong stem. Over two feet in height when planted by the end of April. Flowers are one and one-eighth inches in diameter and mature November 5th.

THANKSGIVING GEM. (Introduced by us 1933). Orange-bronze in color with extremity of petals notched. A very productive baby pompon with strong, upright growth. Stem and foliage excellent. Height, three feet when planted early in June. In perfection for Thanksgiving. Diameter of flowers $1\frac{1}{4}$ inches.

WEE DOT. (Introduced by us 1928). Very small, $\frac{3}{4}$ inch in diameter. Bright bronze in color, matures October 25. Dwarf growth and very free flowering. Well adapted to pot culture.

Plants from $2\frac{1}{4}$ -inch pots: 20c each; \$1.50 per ten; \$10.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

INTERMEDIATE SECTION

This section comprises the great majority of pompons and according to the Chrysanthemum Society rulings they should exceed one inch and not more than three inches in diameter.

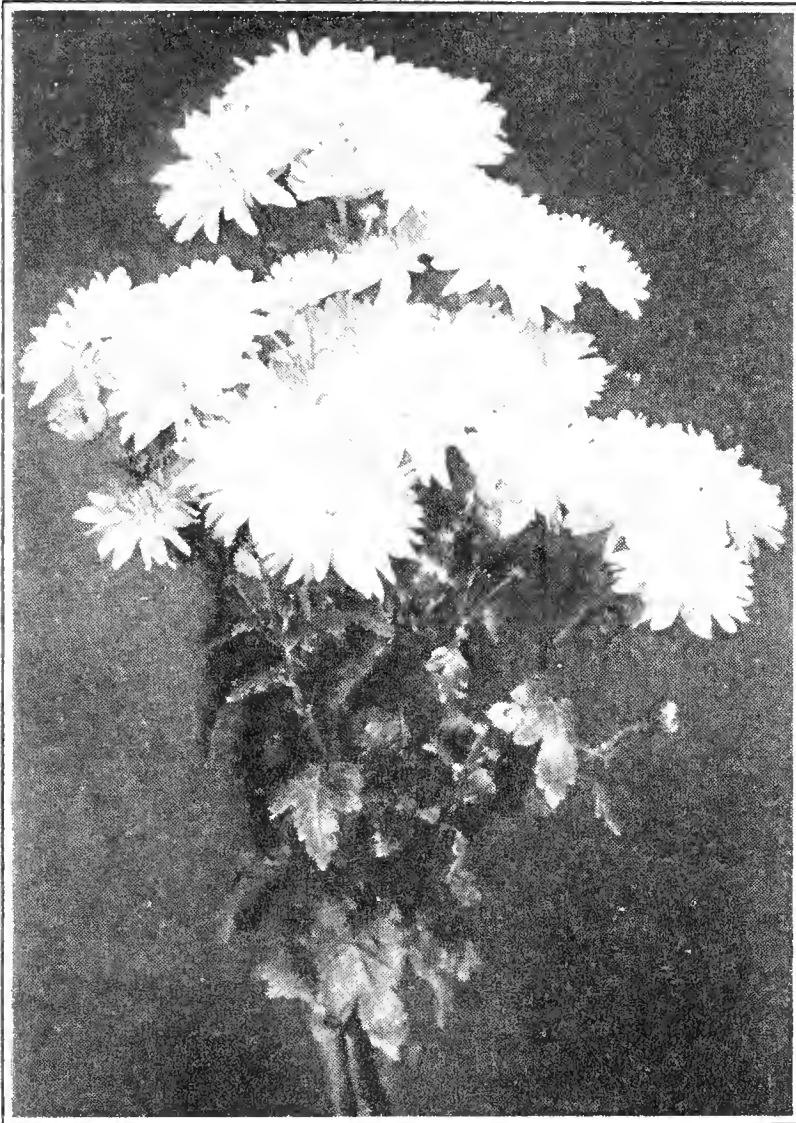
Introductions for 1937

BRIDAL BELLS. Flowers first open greenish white, changing to pure white at maturity. Strong, sturdy growth, $2\frac{1}{2}$ feet in height, 3 inches in diameter. Matures December 15th and later.

CHRISTMAS CHEER. We recommend this variety to those desiring flowers for Christmas. The color is yellow, darker than Friendly Rival, which will always present yellow under artificial light. Plants $2\frac{1}{2}$ feet high with flowers 2 inches in diameter. Matures December 15th and later.

COMANCHE. The upper surface of the petals is a warm chestnut brown with the reverse side bright yellow. Diameter 2 inches. Plants attain $2\frac{1}{2}$ feet and flower December 15th.

MONADEL. A light bronze sport from Pink Dot, of strong, upright growth. Height $2\frac{1}{2}$ feet. Date of maturity November 10th. Diameter of flowers $2\frac{1}{4}$ inches.



BRIDAL BELLS



CHRISTMAS CHEER



MONADEL



COMANCHE

WHITE ERMALINDA. A sport from the popular pink variety for early flowering. Identical in other respects.

Plants from 2 $\frac{1}{4}$ -inch pots: \$0.50 each; \$4.50 per ten; \$40.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Introductions for 1936

MAGATHA. Larger than most of this type, fully 2 $\frac{1}{2}$ inches in diameter. Buds when opening appear to be mulberry in color but when fully expanded are white, showing the dark eye. Strong, robust growth. Flowers mature November 10.

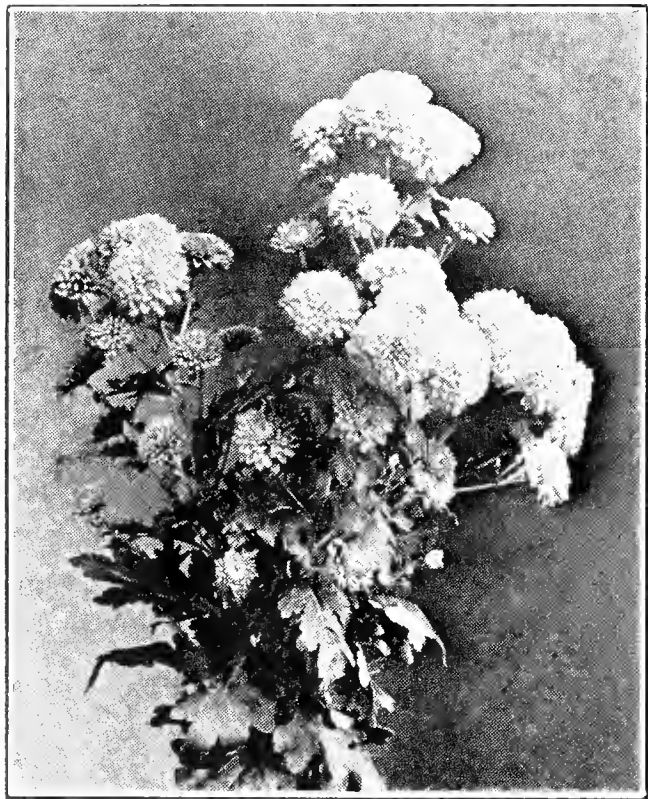
MURIEL. The center flower of the spray is 1 $\frac{5}{8}$ inches in diameter, hence belongs to the intermediate section although it is decidedly globular in form. Flowers of the purest white. Matures November 25. Height 2 feet.

Plants from 2 $\frac{1}{4}$ -inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Introductions for 1935

GOLDEN SPLENDOR. Flowers large and bright yellow on stiff, upright stems; good foliage and wonderfully productive. Height 2 $\frac{1}{2}$ feet; diameter of flowers 2 $\frac{1}{4}$ inches; matures November 6.

HIGH LIGHTS. Possesses a wonderful combination of colors. The upper surface of the petals when fully developed is white while the petals half matured are orange-salmon and the undeveloped center is mahogany. Strong upright growth; productive. Height 5 feet; develops flowers November 3; diameter of flowers 1 $\frac{7}{8}$ inches.



Golden Splendor



Mrs. N. G. Moore

MRS. N. G. MOORE. A pure white sport from Olivia maturing December 1 to 10. Plants 3 feet in height; flowers 2 $\frac{1}{8}$ inches in diameter.

PRINCETON. Color, bright orange. A large intermediate pompon about 2 $\frac{1}{2}$ inches in diameter. Strong, upright growth; very acceptable for the period of November 15 to 20.

YELLOW SILVER STAR. A sport variety from Silver Star, a shade darker than Yellow Yuletide. Height 3 feet; in season November 30 to December 10. Diameter of flowers 2 $\frac{1}{4}$ inches.

Plants from 2 $\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

- ALECIA.** (Introduced by us 1929). In color somewhat resembles Frank Wilcox but is not as large and nearer the true pompon type in form; two inches in diameter. Ready to cut end of October. Height 3 feet.
- BONNIE MAID.** A very good pink, has high rounded flower and is of the true pompon type. Is brighter in color than Leilah or Ermalinda and is in perfection the same period, October 15 to 20. Dwarf, upright growth.
- BRONZE ERMALINDA.** Identical with Ermalinda except color, which is a dark bronze. High rounded flower with long, upright stem.
- BRONZE USONA.** (Introduced by us 1932). Bronzy orange sport from Usona, with which it is identical except color. In perfection for Thanksgiving and later.
- CLARET.** Of distinct color similar to dark claret or wine. True Pompon type. Flowers 2 inches in diameter. Height 3½ feet.
- CLORINDA.** (Introduced by us 1910). Produces erect sprays of an even shade of bronze. Semi-dwarf. Flowers 2 inches in diameter. A good variety for Thanksgiving.
- COPPER CITY.** A bronze or copper-colored sport from Louise Davenport; productive, good stem. Matures November 5 to 10.
- CORA PECK BUHL.** (Introduced by us 1923). Intense shade of yellow, brighter than Sunglow of the large flowering section. Flowers 1½ inches in diameter. Height 3¼ feet. Ready to cut October 25.
- CORDOVA.** (Introduced by us 1930). A large very free flowering white pompon coming into perfection after November 20 just right for Thanksgiving. Diameter of flowers 2½ inches. Strong upright stem and medium height.
- DOROTHY TURNER.** In color a combination of bronze and old gold. Fine upright growth; medium height. Is a mid-season, intermediate pompon; about 2 inches in diameter.
- DOTSON.** (Introduced by us 1925). An old rose with reflexed petals, possessing wonderful substance and may remain uncut for several weeks. Is of dwarf growth and should be planted the first week in June to get sufficient height. It will also make a fine pot plant. Matures October 20.
- ERMALINDA.** (Introduced by us 1923). Color, old rose with silvery sheen which is enhanced under artificial light. Fine form and very double. One and three-quarters inches in diameter. Strong, upright growth, 3½ feet high. Matures October 25.
- FRANK WILCOX.** (Syn. Mrs. Beu and Souv. d'Or). Golden bronze of special merit for those desiring late pompons. Flowers 3 inches in diameter; matures November 25. Height 3½ feet. Still popular with many.
- GOLD COIN.** (Introduced by us 1926). A large flowering pompon. When grown to sprays is 2½ inches in diameter and 3½ inches when disbudded. Very bright yellow, productive. Matures December 1 and later. Height 3½ feet.
- IRENE.** (Introduced by us 1923). A true pompon type, 1 to 1¼ inches in diameter. Color, pure white. Upright, wiry stems. Height 3 feet. Matures with Uvalda, October 18 to 20.
- JEWELL.** A good pompon for either outdoor planting or for growing under glass. Color, rather bright pink. Blooms about October 15. Good keeping qualities.
- JOAN.** (Introduced by us 1933). Color, bronzy orange; edge of petals slightly concaved, showing the golden reverse. Is very productive and makes well formed sprays. Height, 4 feet when planted early in June. Flowers, 2¼ inches in diameter. Ready to cut November 20.
- JOAN WELLS.** A sport from Pink Dot in which the pink center is supplemented by bronze and as the flower develops it becomes straw color instead of pink. Flowers November 20.
- LEGAL TENDER.** In color is a combination of bronze and gold which is most attractive. Belongs to the intermediate section. A strong grower and of medium height. Flowering period November 20 and later.

LEILAH. (Introduced by us 1919). An early rose-pink of exceptional merit. Cannot be too highly endorsed. Flowers 2 inches in diameter. Strong, sturdy growth. Height 2½ feet. Ready to cut October 15.

MARCELLA. (Introduced by us 1932). A light pink, very productive, with strong upright growth. Height 3 feet. Matures November 15 and later. Color reproduction front cover.

MINONG. (Introduced by us 1926). First opening greenish white, and becomes pure white when fully developed, about October 20 to 25, exceedingly free flowering.

MODENA. (Introduced by us 1933). Upright growth with stiff, wiry stem. Color, yellow, somewhat brighter than Yellow Bird. Matures November 30 from June 15 planting. Height 3½ feet. Diameter of flowers, 2 inches.

NEW YORK. Owing to its unique color (golden bronze) and nicely incurved form this variety is quite popular. Flowers 1½ inches in diameter mature November 1. Height 3 feet.

ONARGO. (Introduced by us 1934). A light bronze in color with cupping petals showing some of the golden reverse; very double and unsurpassed in substance. Wonderful strong upright growth, dark foliage and produces a large and loosely arranged spray. Three feet in height when planted end of May. Flowers develop November first and are one and three-quarters inches in diameter.

PAGOSA. (Introduced by us 1928). A late dark pink, much the same shade as Thanksgiving pink. Flowers 2½ inches in diameter. Height 3 feet. Ready to cut December 5. The latest pink pompon.

PINK DOT. An intermediate pompon belonging to the mid-season section. Color white with bright pink center. Flowers 1½ inches in diameter. Height 4 feet. Matures October 21. One of the best selling varieties on the market.

RED WINGS. (Introduced by us 1932). Best red for this section. Upright growth and produces wonderful sprays. Matures November 15 to 20. Flowers 1½ inches in diameter. Height 3 feet.

RODELL. (Introduced by us 1925). An early yellow pompon to follow Zora. Flowers 1½ inches in diameter. Height 3 feet. Matures October 20. Very serviceable for a second early yellow.

ROSELEA. (Introduced by us 1931). A very late pink and rather peculiar from the fact that the edges of the petals are bright pink, similar to Usona, and the center of the petals is cream color. Flowers 1¾ inches in diameter are spaced sufficient distance apart to show them to their best advantage. Does not flower until after December 1. Height 4 feet.

ROWENNA. (Introduced by us 1924). A fine late pompon. Color a medium shade of bronze. Flowers 2 inches in diameter. Strong growth. Height 2½ to 3 feet. Matures for Thanksgiving and later.

ROYAL QUEEN. (Introduced by us 1933). Strong, upright growth; attains 3 feet in height; has strong stem and ample foliage. True pompon form, 2¼ inches in diameter and fully developed November 25. A very fine white for Thanksgiving. Color reproduction front cover.

SARDA. (Introduced by us 1933). A deep pink sport from Pink Dot, a very even and pleasing shade and shows the contrasting eye of the parent. Height 3½ feet when planted in early June. Ready to cut October 25. Flowers 2 inches in diameter.

TONQUIN. (Introduced by us 1933). As this variety does not mature until December it is certain to become popular. It is a rose color, intermediate between Olivia and Pagosa. Very productive, strong stem. Height 3 feet. Matures December 10. We consider this the best late pompon of its color.

USONA. (Introduced by us 1927). A bright pink pompon, 2½ inches in diameter, maturing November 20 to 25 just in time for Thanksgiving. Very productive with strong, upright growth. Height 2½ feet.

YELLOW BIRD. (Introduced by us 1930). A new yellow pompon producing large sprays. Flowers, 2 inches in diameter with edges of petals notched or toothed. A very productive variety maturing November 18. Height 4 feet.

YELLOW NEW YORK. Flowers spherical, perfect pompon type, bright yellow sport from New York. Flowers November 5.

YELLOW YULETIDE. Valuable owing to its lateness. The same as Yuletide only the color is yellow. Identical in other respects.

YULETIDE. (Introduced by us 1923). The latest and best white pompon known at the present time. Color purest paper white. Flowers $2\frac{1}{2}$ inches in diameter mature November 20. Height 3 feet. Still very popular.

YUVAWN. (Introduced by us 1929). In color and general habit similar to Gold Coin but a week earlier. Flowers $2\frac{1}{2}$ inches in diameter. Very bright yellow. Matures November 15 to 20. Height 3 feet.

Plants from $2\frac{1}{4}$ -inch pots: 20c each; \$1.50 per ten; \$10.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Large Pompons Suitable for Disbudding



They are more serviceable when the plants are permitted to make several growths and then disbudded to produce one bloom each. This course gives perfectly formed flowers, as is shown by the illustration.

Introductions of 1936

HENRIETTA. A very closely incurved, decidedly ball shaped. Color, lavender. Strong, upright growth. Height 4 feet. Flowers, 4 to $4\frac{1}{2}$ inches in diameter according to the number of flowers the plant produces. Matures October 20.

Plants from $2\frac{1}{4}$ -inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Introductions of 1935

MASAKA. A clear yellow a little lighter than Mrs. Kidder. Most perfect in form; stem strong and of erect growth. The earliest yellow of this type. Matures October 20. Height 3 feet. Flowers 4 inches in diameter.



Azora



Romola

ROMOLA. A very perfectly formed large pompon. Color a soft or light pink. Strong stem with excellent substance; height 3 feet. Diameter $3\frac{1}{2}$ inches; matures November 5.

Plants from $2\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

AZORA. (Introduced by us 1934). A light pink high rounded flower four and one-half inches in diameter. Strong upright growth with perfect foliage. Much admired by those partial to perfectly formed symmetrical flowers. Growth, five feet; matures October 25.

GOLD COIN. Suitable for disbudding. For description see page 17.

IRENE RICH. (Introduced by us 1932). Strong shade of pink, upper surface of the petals is a violet-pink and the reverse lighter. Height 4 feet. Flowers 3½ inches in diameter mature November 1. Color does not fade.

LILLIAN DOTY. Flowers, 3 inches in diameter, are beautiful shell-pink in color. Strong upright growth. Matures October 25. Height 3½ feet.

SILVER BALL. (Introduced by us 1928). Very pure white and exceedingly perfect in form. Flowers 3 inches in diameter. It is much earlier than White Doty, being fully matured by October 12. Height 4 feet.

THYRA. (Introduced by us 1934). Of the most perfect form, full to the center. Color is dark pink, has excellent stem and foliage. Growth about five feet when planted end of April. Flowers mature November first and are three and one-half inches in diameter.

WHITE DOTY. Pure white sport from Lillian Doty. Identical in every respect except color.

Plants from 2¼-inch pots: \$0.20 each; \$1.50 per ten; \$10.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

ANEMONE SECTION

The Anemone flowers consist of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets of the same or a distinct color and may be grown either disbudded or in sprays according to their adaptability. This type is becoming more popular year by year as they justly deserve. This is especially true with those of repute as artists in floral arrangements.

The large flowering Anemone types are usually pinched when small, permitting four to six growths to continue until buds are formed. Then the plants are disbudded to one flower to the growth, making more serviceable flowers for the arrangement of baskets and other floral designs. The recent introductions are marvelous for their beauty and surpass the older varieties in size. These should be given full consideration by those who are looking for something artistic and unusual.

Introductions for 1937

BIZARRE. The combination of colors is peculiar, purplish rose guard or outer florets with 3¼ inch cushion of a bronze hue with petals tipped with gold. The flower with four rows of petals is 7 inches in diameter. Matures November 10th. Disbud. C. S. A. Certificate.

CITRUS QUEEN. This name is most applicable in describing the colors of this variety. The ray florets are the color of the fruit we know as lemons and the disc florets are the same shade as oranges. The flower, with six rows of petals, is 5¾ inches in diameter and the center or quilled petals is 3 inches across, forming a high rounded flower. Strong stem, matures December 1st. C. S. A. Certificate. Color reproduction front cover.

MRS. J. S. ROBERTS. This distinctive anemone variety possesses 10 rows of guard petals, consequently is not as fragile as many of this type. The disc florets extend outward the full length of the ray petals. Its color is distinct and unusual, in fact is very difficult to describe, being a combination of crimson, mauve and violet. Diameter 6 inches, matures November 10th. C. S. A. Certificate. Color reproduction front cover.

ROMANTIC. Light bronze ray florets, disc florets bronzy red showing a distinct center or eye in each flower. Diameter $2\frac{1}{2}$ inches, height of plants $2\frac{1}{2}$ feet. Matures November 10th.

Plants from $2\frac{1}{4}$ -inch pots: \$0.50 each; \$4.50 per ten; \$40.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Introductions of 1936

ANTIGO. A new tone of color among the Anemones. Purplish crimson, both ray florets and cushion. May be grown to sprays or disbudded for large flowers. Has a large, full cushion. Flowers $7\frac{1}{2}$ inches when disbudded. In its prime October 25th. C. S. A. Certificate.

BRONZE NORMA. This new color in the Norma family will, we are sure, be most acceptable. It is a warm tone of golden bronze throughout, both cushion and ray florets.

Plants from $2\frac{1}{4}$ -inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Introductions of 1935

ALOYSIA. Color of guard petals bright yellow with slight red shadings on the reverse side. Diameter of flowers $5\frac{1}{2}$ inches. The cushion is darker yellow approaching orange and is 3 inches in diameter. Height of plant 3 feet.

ADMIRATION. Dark Cattleya or orchid in color with lighter reverse which is quite apparent owing to its several rows of outer irregularly incurved petals. Diameter of flower 6 inches; matures October 28th. Cushion 3 inches in diameter, orange predominating. Plants 3 feet in height.

BIRDINE. Guard petals semi-incurving, light orchid in color, flowers 6 inches in diameter. Cushion pinkish yellow, 3 inches in diameter, very full and prominent. Matures October 28th. Plants attain a height of 3 feet.

CALYSO. Flowers flat, color orange with a slight suffusion of pink. Extreme diameter of flowers 6 inches; cushion bronzy orange and 3 inches in diameter. Flowering date October 28th. Height of plant 3 feet.

CRUSADER. A large flowered Anemone with high rounded cushion. Color yellow with tips of florets light maroon; ray petals same color. Diameter of flower $3\frac{1}{2}$ inches. Matures November 10 to 15th. From University of Illinois.

FREIDA. Very beautiful, deep orchid ray florets with a high rounded yellow cushion changing to white when fully developed becoming similar to Topknot except that the sides are not so vertical. Has been greatly admired by our many visitors. Matures November 10th. Color reproduction front cover.

PURPLE QUEEN. A Pompon Anemone producing flowers $2\frac{1}{2}$ inches in diameter. Color purplish amaranth. Matures November 10th. A University of Illinois seedling.

WHITE NORMA. A white sport from the popular Anemone variety, Norma. Identical in all respects except color. Matures November 1st and later. Color reproduction front cover.

Plants from $2\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

This section is comprised of those which are usually considered best when disbudded. The plants are allowed to make several growths and are then disbudded to one flower.

BEAUTIFUL LADY. (Introduced by us 1932). A very striking Anemone-flowered variety with exceedingly prominent cushion contrasting with the ray florets which are a bright shade of pink and the cushion is creamy white. Flowers are 5 inches in diameter with a 3-inch cushion. Rather dwarf in growth and should be planted in May. Height $3\frac{1}{2}$ feet. Fully matured November 20th.

BERNEITA. (Introduced by us 1925). Ray florets shell-pink with a white cushion $2\frac{1}{2}$ inches in diameter. Matures October 25th. Dwarf grower; admirably adapted to pot culture. Should be disbudded.

CRIMSON GLOW. (Introduced by us 1933). Color crimson-maroon. Has excellent stem and foliage and attains a height of four feet. Matures November 25th. Diameter 4 inches.

DARK PINK NORMA. Identical with Norma but darker in color which is dark amaranth-pink. Both ray florets and cushion are much the same shade.



ALOYSA



ADMIRATION

ESTRELITA. (Introduced by us 1930). A good bronzy orange Anemone. Full cushion, several rows of ray florets. Flowers 5 inches in diameter mature about November 15th. Height 3½ feet. Strong grower. Should be disbudded.

GOLDEN STATE. (Introduced by us 1926). A self-colored yellow about the same as Florera but is larger and has longer florets. Flowers 6 inches in diameter with 4-inch cushion. Matures November 1st. Height 4½ feet.

LA NONA. (Introduced by us 1932). A large-flowered Anemone with outer petals rosy amaranth; reverse and cushion buff. Flower 7 inches in diameter with a 4-inch cushion. Height 4 feet. Matures November 10th.

MARIETTA. (Introduced by us 1929). Color soft pink throughout, very full cushion. Diameter of flowers 5 to 6 inches. Height 3½ feet. Ready to cut October 20th. A beauty for floral arrangements.

MARITZA. (Introduced by us 1933). This Anemone-flowered variety has a very full, highly rounded cushion which is a very bright yellow approaching the color of Friendly Rival. The outer or guard petals are several shades lighter and are semi-incurving. Height 4 feet. Diameter of flowers 5½ inches. Matures for Thanksgiving.

NORMA. Nearly white with yellow cushion from early buds. From later buds the guard petals are tinted with pink and the cushion is rosy bronze. Several rows of guard petals, full cushion. Select late or terminal bud which matures November 20th and later.

PINK SUPREME. (Introduced by us 1930). Color delicate shell-pink. Prominent regular cushion with several rows of ray florets. Height 4 feet. Disbud to produce flowers 5½ inches in diameter. Height 4 feet. Matures November 25th.

ROLINDA. Color reddish bronze; form flat like Norma. Best when disbudded. Diameter of flowers 4 inches. Matures November 5th.

ROSE ROYAL. (Introduced by us 1926). Another fine Anemone and rather distinct in color, being a violet-rose throughout. Flowers 4 inches in diameter. Height 4 feet. Matures November 15th. Disbud.

SMITH'S INNOCENCE. (Introduced by us 1934). The outer or guard florets consist of four rows which reflex slightly and are of the purest glistening white. The cushion is full and somewhat convexed and creamy white. Height 5 feet. Matures November 5th. Flowers 6 inches in diameter.

STOPLIGHT. (Introduced by us 1929) Crimson-terra-cotta ray petals with a low bright yellow cushion. Should be disbudded. Height 4½ feet. Matures November 1.

SUZANNE MILLER. A sport from Norma, identical except color. From late buds, which are preferable, the guard petals are yellow with pinkish bronze shadings and the cushion is orange tinted with bronze or pink. Matures November 20th. Tall.

THE TITAN. A new Anemone with two rows of crimson ray florets. The cushion is bronzy red and slightly golden at the tips. About 4 feet in height, with good stem and foliage. Matures November 5th. Diameter of flowers 5 inches.

TOPKNOT. (Introduced by us 1934). The center or cushion is creamy white, 1½ inches in diameter, and rises nearly perpendicular one inch, forming a ball or knob, hence the name. The ray or outer petals consist of a single row, rosy pink in color. Very unique both in combination of color and contour of flower. Height of plant 5 feet; flowers mature November 5th and are 6 inches in diameter.

TUSCOBA. (Introduced by us 1926). Ray florets are an Indian red and yellow at the edges. Flowers 5¾ inches in diameter with a yellow cushion 3¼ inches. Very distinct. Height 4 feet. Matures November 5th.

WHITE BERNEITA. (Introduced by us 1933). A white sport from the popular variety Berneita. Possesses the same ideal form and other characteristics essential to types most suitable for consignment. This variety is of moderate dwarf growth and matures October 25th.

The following belong to the Pompon Anemone section, having small flowers, and are most serviceable when grown naturally to sprays.

BRONZE VOLUNTEER. A golden sport from Volunteer with a perfect cushion of a bronzy cast. Like its parent is free flowering and has an excellent stem. Matures November 15th.

EUGENE LANGAULET. A bright yellow, very productive and rather late flowering. Often in fine condition for Thanksgiving.

GODFREY'S PERFECTION. A pure white variety. Blooms 2½ to 3 inches in diameter having 4 or 5 rows of florets. Dwarf, excellent for pot plants. Matures for Thanksgiving. Very productive.

GOLDEN LIDA THOMAS. A golden sport from Lida Thomas. We consider this the best for florists' use as it is good in every way. Matures just right for Thanksgiving.

LAELIA. Both rays and disc florets are a beautiful shade of rose-pink. Full cushion. One of the very best, either grown for cutting or as a pot plant. Dwarf, upright growth. Matures November 1st.

LIDA THOMAS. Small flower, two rows of flat petals, center delicate yellow. Late.

Plants from 2¼-inch pots: 20c each; \$1.50 per ten; \$10.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

SINGLE SECTION

Introductions of 1936

GOLDEN SEAL. Deep golden yellow. Flowers for Thanksgiving. The best of this color and date of flowering.

LADY ASTOR. A splendid bright crimson maturing for Thanksgiving and later. One of the best late singles.

MASON'S BRONZE. Color burnt orange of great intensity. Splendid when grown to sprays; also large and conspicuous when disbudded.

Plants from 2¼-inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

CRIMSON CONQUEST. Crimson as the name implies. Most serviceable when grown to sprays. Strong grower. Diameter of flowers 3½ inches. Blooms November 10th.

GOLDEN GLEAM. Very striking in appearance. Yellow shading to orange. Originated at University of Illinois. Diameter of flowers 2½ inches. Matures November 20th.

GOLDEN MENSA. Doubtless the best single yellow for general purposes. Matures November 1st.

GOLDEN ORIOLE. (Introduced by us 1925). The earliest single yellow, maturing October 10th. Flowers 2½ inches in diameter. Color light yellow. A vigorous grower producing abundance of long-stemmed, graceful sprays. Those desiring early singles should give this variety a trial.

GRETCHEN PIPER. A very nice yellow of striking beauty due to its graceful appearance. Flowers 4 inches in diameter. Matures November 5th.

IDA SKIFF. Color amber-bronze; strong, upright growth. Best grown to sprays. Diameter of flowers 4 inches. Ready to cut November 5th.

JEAN. (Introduced by us 1926). A companion for the two foregoing. Pure white, 7½ inches in diameter. Height medium. Matures November 1st.

LAONA. (Introduced by us 1926). A large single, 9 inches in diameter and a beautiful shade of rose-pink somewhat resembling the color of Mildred Presby. 4 feet high, terminal bud maturing November 5th.

MABEL SEYMOUR. Pure white of large size. Diameter of flowers 4½ inches. Robust in growth. Matures November 5th.

MELBA. This variety is admirably adapted to pot culture either as a small dwarf plant or a large specimen, depending on the time of propagation and culture. The color is an orange-bronze with a distinct circle of yellow at the base of the petals and surrounding the green disc. The flowers, when grown in sprays, are about 4 inches in diameter.

MINNESOTA. A very striking blood-red. 2½ inches in diameter. Long, slender stem. Best red for general use.

MRS. WM. BUCKINGHAM. A large, flat flower of a lovely shade of rosy pink. Keeps well both on and off the plant. Matures November 1st.

MRS. E. D. GODFREY. Very strong grower. Light pink. Excellent as a late single. Matures November 20th.

RADIANT. A promising new bright red of exceptional brilliancy. From University of Illinois. Diameter of flowers 3 inches. Matures November 5th to 10th.

Plants from 2 1/4-inch pots: \$0.20 each; \$1.50 per ten; \$10.00 per hundred.

Not less than 5 of a variety at ten rate; 25 at hundred rate.

Varieties Suitable for Pot Culture

Under this heading we have selected varieties that are naturally dwarf in growth, believing that they are better adapted for plants for general use. There is considerable diversity of opinion as to whether the small or Pompon type or the large-flowering ones are most suitable for this purpose and in greatest demand. If allowed to flower naturally they will afford the greatest display of color, but if large flowers are desired they may be restricted to three, four or five growths and then disbudded. To keep the plants dwarf it is essential that they be pinched many times during a season and this operation repeated until a few weeks prior to bud formation. It is impossible to give the exact date for pinching, but the flowering period should be the guide.

Introductions of 1936

ETHRELDA. The Anemone-flowered is a very nice shade of medium pink, shading to orchid. Is 15 inches in height. Matures November 12th. Flowers 2 1/2 inches in diameter. Should be disbudded.

MAIDA. Light pink, very double flowers slightly reflexed. Diameter of flowers 3 inches. Height 15 inches. Has stiff, wiry stems requiring no stakes; best when disbudded. Matures November 5th.



Maida



Thorina

NESTA. An Anemone variety with light bronze petals and an orange cushion. Flowers 3 1/2 inches in diameter. Height 15 inches. Matures November 12th. Should be disbudded.

THORNIA. An early intermediate Pompon for pot culture. Color reddish bronze. Very dwarf habit. Matures October 20th. Height 15 inches. Best when grown naturally.

WHITE EAGLE. Owing to its dwarf growth, this variety will be excellent for plants for sale in pots. Should be pinched several times and disbudded. Matures October 15th to 20th.

Plants from 2 1/4-inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

BRONZE PRINCE. (Introduced by us 1930). A very desirable dwarf bronze for pot plants somewhat similar to Greystone in color. Fully developed by November 1st. Flowers $3\frac{1}{2}$ inches in diameter.

BUTLER'S CAPRICE. Sport of Caprice du Printemps. Deep pink. Dwarf. Matures October 25th.

FIRE BALL. (Introduced by us 1934). Formerly listed in the large or disbudded Pompons. The growth is short unless planted in April and we conclude it is most serviceable when grown as a pot plant. Height 12 to 15 inches. Bright crimson, reflexed form. Flowers $3\frac{1}{2}$ inches in diameter. Matures November 5th.

FLORADORA. (Introduced by us 1928). An Anemone with very large, full orange cushion with light bronze ray florets. Dwarf and excellent for pot culture. Flowers 3 inches in diameter. Matures November 1st.

GOLDEN GEM. Very bright yellow and being dwarf is excellent for pot culture. Mid-season.

GRACELAND. (Introduced by us 1928). A white Anemone with a full cream-colored disc. Flowers when disbudded are $3\frac{1}{2}$ inches in diameter. Mature November 1st.

LILAC CAPRICE. Deep lilac. Dwarf. Matures October 25th.

MARGO. (Introduced by us 1931). This Anemone flower has pinkish violet outer petals with a high rounded yellow cushion. Diameter of flowers $3\frac{1}{2}$ inches. Dwarf. Matures November 5th.

NADIA. (Introduced by us 1924). A very dwarf Pompon Anemone especially adapted to pot culture. The bright yellow flowers, which are freely produced, are $1\frac{1}{2}$ inches in diameter. It is an excellent keeper either on the plant or cut. Matures November 20th or later and may be held for Thanksgiving when good pot plants are scarce.

NOKOMIS. (Introduced by us 1925). Ray florets bright amaranth with low white cushion. Is best when disbudded. Dwarf. Matures November 10th.

ONETA. (Introduced by us 1932). A pure white reflexed with blooms 4 inches in diameter. Very free flowering. Height $1\frac{1}{2}$ feet. Matures November 25th.

PURPLE CAPRICE. Purple. Dwarf.

SMITH'S BRILLIANT. (Introduced by us 1927). Good early red producing flowers 5 inches in diameter. Height 3 to $3\frac{1}{2}$ feet. Matures October 25th.

SMITH'S PURITY. (Introduced by us 1928). Both ray and disc florets are pure white. May be grown disbudded or in sprays. Owing to dwarf growth should be planted early. Matures November 5th to 20th.

W. H. LINCOLN. An old variety but still sought by some for specimen and late market plants. Yellow.

YELLOW CAPRICE. Clear yellow; dwarf.

Plants from $2\frac{1}{4}$ -inch pots: \$0.20 each; \$1.50 per ten; \$10.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

The Kinney Pump

For applying liquid manure, this pump has no equal.

Remember that the water pressure does the pumping and that the flow of liquid fertilizer through the hose, diluted about one-half, is even and continuous as long as the liquid is reasonably clear and there is water pressure behind it.

It will apply from five to fifteen gallons of liquid fertilizer a minute. There is no waste. You screw the pump to the faucet, attach the suction hose (either $\frac{1}{2}$ or $\frac{3}{4}$ inch) to side of opening in pump, using rubber washer to make joint tight, and put the end of this hose in the barrel or tank of clear liquid manure. Then attach the **three-fourths inch** discharge hose ($\frac{1}{2}$ inch hose will not answer here). The liquid manure follows, and will keep coming until the supply in the barrel or tank is exhausted—provided the liquid manure is reasonably free from coarse matter which would clog the pump. \$2.60 postpaid.

COMMERCIAL SECTION

NEW AMERICAN CHRYSANTHEMUMS FOR 1937

Originated by Elmer D. Smith & Co.

Those interested in commercial varieties should not fail to avail themselves of the following sterling Novelties. They surpass existing kinds in their respective season

APRICOT MAY WALLACE. A sport from May Wallace, a variety of European origin. A very pleasing color, flowers with us November 15th.

CERTAINTY. An English variety where it flowers in January and February. Very late flowering with us, December 10th and later. Color chestnut or reddish bronze. Strong robust grower. Giving every promise of a good late for December sales.



MINEWA. An extra early incurved, golden bronze in color, strong vigorous growth with extra strong stem. Select bud August 10th to mature October 15th.

Plants from 2 $\frac{1}{4}$ -inch pots: \$0.50 each; \$4.50 per ten; \$40.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Introductions of 1936

ARTHOLA. Creamy white flower which reflexes irregularly. Good stem, foliage and substance. Diameter of flower, 6½ inches. Height, 3½ feet. Select bud August 30th. Matures October 25th.

BRONZE FRICK. A sport from Miss Helen Frick providing a new color of this well-known variety. The upper surface of the petals is a warm shade of bronze with a lighter reverse. In other respects is identical with its parent.

ENTON BEAUTY. Dark velvety crimson, flowering in late November. Very bright and showy for Thanksgiving use. Color reproduction front cover.

HAZEN S. PINGREE. This variety is white with a light suggestion of flesh or cameo-pink which is intensified under artificial light. Flowers incurve and are 6 inches in diameter. Plant attains 5 feet in height. Select bud August 25th. Matures November 10th.

MAJOR EDWARD BOWES. We predict this variety will become the most popular early bright pink, when fully distributed. Color rosy pink, brighter than J. W. Prince or October Rose and under artificial light is greatly intensified. Reserve bud not earlier than August 30. Fully double from any bud. Blooms 6 inches in diameter, mature October 16. **\$0.40 each; \$3.00 per ten; \$25.00 per hundred.**

MARK TWAIN. Possesses the pleasing autumn tints, the upper surface of the petals is a rich bronze with straw yellow reverse. It matures November 20th and later; will be most welcome for Thanksgiving use. Flowers 6½ inches in diameter. Reserve bud September 20th. Plants, 5 feet in height.

MAY WALLACE. A great favorite in Europe where it is listed as a late flowering variety but throughout the British Isles Chrysanthemums can be flowered later than in America. With us the flowering period is early November. A nicely incurved flower, shell-pink in color.

PETER JOHN. A sport variety from Thanksgiving Pink and is identical in every respect except color which is much lighter, about the same shade as October Rose. A wonderful addition to the late flowering kinds.

QUAKER LADY. A large incurved white with slight orchid shadings; very double and splendid form for the commercial grower. Height, 3½ feet. Select bud about August 20th. Matures November 10th.

SPOTLESS. A very desirable early pure white for October 20th. Perfect incurved form; excellent stem and foliage. Plants, 3½ feet in height. Best date for bud, August 25th. Diameter of flowers, 6½ inches.

YELLOW GOWN. An early flowering variety of clear, bright yellow; large size, semi-incurved form. Stem foliage and general habit perfect. Select bud August 10th. Matures October 15th.

Plants from 2¼-inch pots: (except Major Bowes) **\$0.30 each; \$2.50 per ten; \$20.00 per hundred.**

Not less than five of a variety at ten; 25 at hundred rate.

Introductions of 1935

APRICOT QUEEN. An incurved orange of unusual brilliancy which illuminates in artificial light, reverse golden yellow. Short jointed growth with small foliage extending close to the bloom. Select bud September 5th to 10th. Blooms 7 inches in diameter mature October 25th.

EVENING GLOW. In color, bright yellow similar to Sunglow. Small foliage but of strong growth. Plants attain 4 feet in height and mature October 25th. September 10th buds produce blooms 7 inches in diameter.

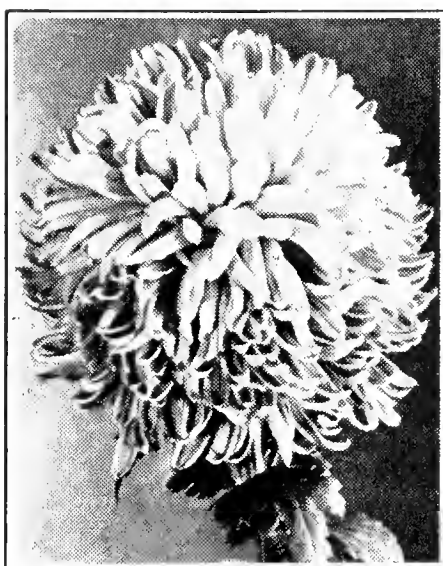
GOOD NEWS. A sport which is sure to become as popular as Detroit News. Color a bright shade of yellow, possesses other good qualities of its parent. For flowering period and date of bud see Detroit News, page 9.

LADY ESTHER. An exceptionally fine incurved pure white. Is at its best for Thanksgiving sales and we commend it to those desiring a very perfect white at that time. Height about 4 feet, flower 6 inches in diameter.

MRS. HENRY R. REA. Pure white with pointed petals; strong stem and large dark green foliage extending well up to the bloom. We believe this new white will supersede such varieties as Silver Sheen, Ambassador and other early whites. Reserve bud September 1st to secure blooms 7 inches in diameter by October 25th.



Evening Glow



Apricot Queen



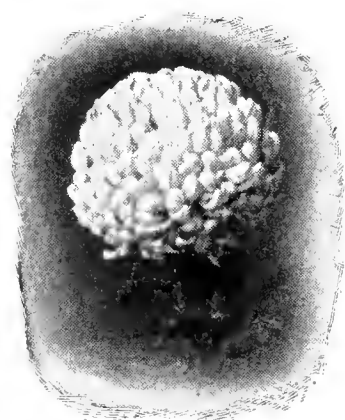
Mrs. Henry R. Rea

YELLOW DECEMBER GLORY. A creamy white sport from December Glory and is the same as this very popular late white in other respects. Reserve bud September 30th. Matures December 1st to 10th.

Plants from 2¼-inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

EARLY SORTS



Throughout the catalog we have endeavored to give the height of the plants which is based on plants benched in June. If planted in May they will be a foot or more taller at flowering time and correspondingly shorter if benched at the end of July. Late propagated and planted stock is usually somewhat retarded as to flowering date. This section comprises those varieties which flower before October 25th. If buds are not formed at the dates given reserve the first that appear thereafter.

CAMILLA. (Introduced by us 1930). A well-rounded incurved white maturing October 18th from buds selected August 25th. Height, 5 feet. Blooms 6 inches in diameter and 4 inches deep on good strong stem.

CHRYSA LORA. (Introduced by us 1911). A sulphur-yellow which may be grown very large if a crown or early bud is selected about August 15. Flowers 7 inches in diameter; mature October 15. Height 4 feet.

COLUMBUS DISPATCH. (Introduced by us 1933). A very large incurved yellow possessing a remarkably strong, upright stem. Height 5 feet from early June planting. Reserve bud September 1. Blooms 8 inches in diameter are fully developed October 25. One of the best yellow varieties we have produced.

DETROIT NEWS. (Introduced by us 1926). A very popular early bronze. Is of incurved form when first developed. Color bronze with golden reverse. Then it gradually reflexes, presenting more of the bronze. Flowers October 25th. Height 4 feet. Select bud August 30th. Blooms 6 inches in diameter.

GOLD LODGE. An early yellow maturing October 5. Select bud August 15 and onward. Height 3½ feet. Blooms 6 inches in diameter.

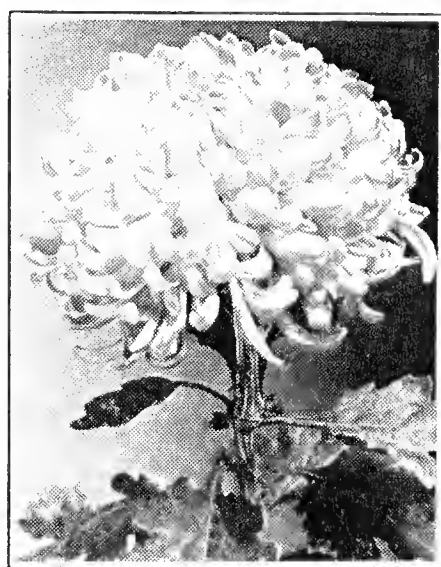
GOLDEN TINTS. (Introduced by us 1934). This early bright yellow may be cut October 10th by selecting the first bud that appears after August 1st. It should be planted by April 15th to secure this bud and to attain a height of 3 feet. Wonderfully strong stem with foliage close to the bloom. A shade darker than Mrs. H. E. Kidder. Select bud from August 5th to 25th. Blooms 8 inches in diameter.



Columbus Dispatch



Detroit News



Golden Tints

INDIANOLA. An early bronze maturing October 10 to 15 from buds selected August 5. Plant early. Height 4 feet. Blooms 7 inches in diameter.

MRS. H. E. KIDDER. (Introduced by us 1930). A very popular early bright yellow; stiff, upright stem. Flowers 7 inches in diameter by October 15 from buds selected August 25. Height 4 feet.

QUAKER MAID. Popular with many owing to its early flowering; October 10. Pure white. Flowers 6 inches in diameter. Select bud August 20. Height 4 feet.

SILVER SHEEN. (Introduced by us 1925). A pure white incurved maturing October 20. Has wonderful keeping qualities. Select bud August 30.

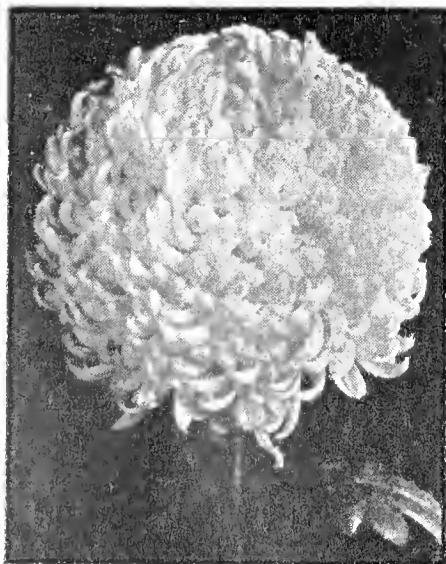
SMITH'S EARLY WHITE. (Introduced by us 1931). Of strong growth and good foliage; is really a magnified Smith's Advance. Flower $7\frac{1}{2}$ inches in diameter and 5 inches in depth, outer petals reflexed and center incurved. Four and one-half feet when planted in May. Color, pure white. Select bud about August 10. Cut October 2.

SMITH'S ENCHANTRESS. (Introduced by us 1925). Very popular with many as an early pink of a pleasing shade. Usually ready to cut about October 10. Select bud early September. Flowers 6 inches in diameter. Height 4 feet.

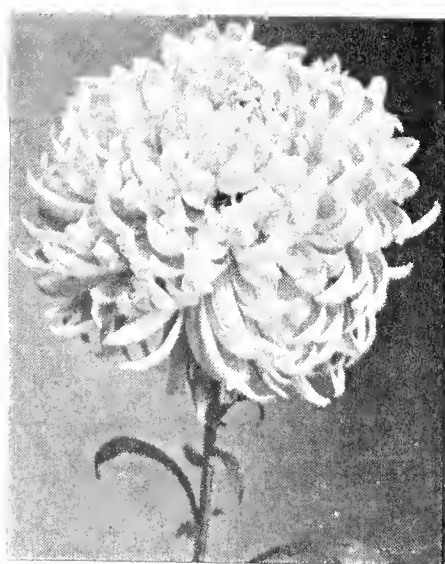
SUNGLOW. (Introduced by us 1919). A bright yellow producing a high percentage of perfect blooms 8 inches in diameter from buds selected August 15. Matures October 20. Height $2\frac{1}{2}$ feet.

Plants from $2\frac{1}{4}$ -inch pots: \$0.20 each; \$1.50 per ten; \$10.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.



Silver Sheen



Smith's Enchantress



Camilla

MID-SEASON SORTS

Those varieties which reach maturity between October 25 and November 20 are considered mid-season.

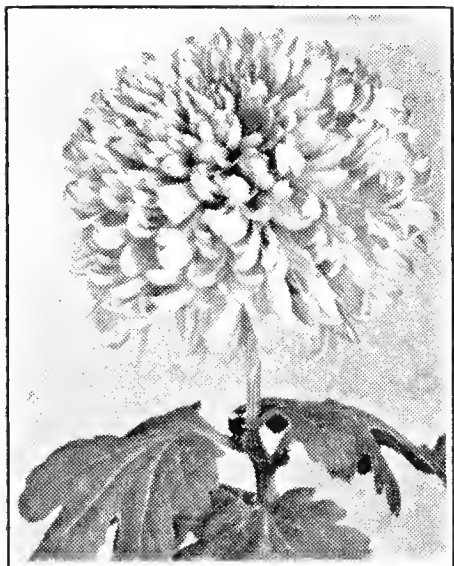
In giving the height of mid-season varieties we have based our estimate on good, strong plants benched June 15.

In favorable seasons some of the varieties will perfect blooms a few days before November 1, but as climatic conditions have much to do with the flowering season, the dates given must not be considered infallible.

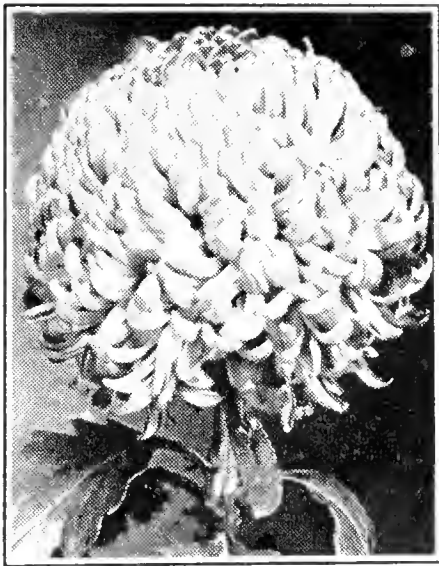
ALMAN'S YELLOW. Orange yellow, 5 inches in diameter, 4 feet in height, terminal bud, matures November 15.

BETSY ROSS. (Introduced by us 1919). Still very popular as a mid-season white, produces a high percentage of perfect blooms 7 inches in diameter. Matures November 5 from buds selected August 25. Height 4 feet.

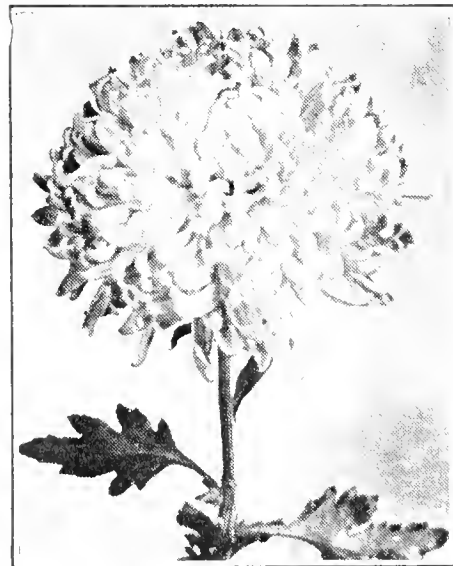
EVENING STAR. (Introduced by us 1934). An exceptionally fine midseason pink variety maturing November 1st. In form it somewhat resembles Rose Perfection, is slightly darker in color and fully double to the center even from latest buds. Strong growth with good stem and medium sized foliage. Attains 5 feet from April 20th planting. Select bud about September 5th. Flowers, 6 inches in diameter.



Evening Star



Secretary Nehrling



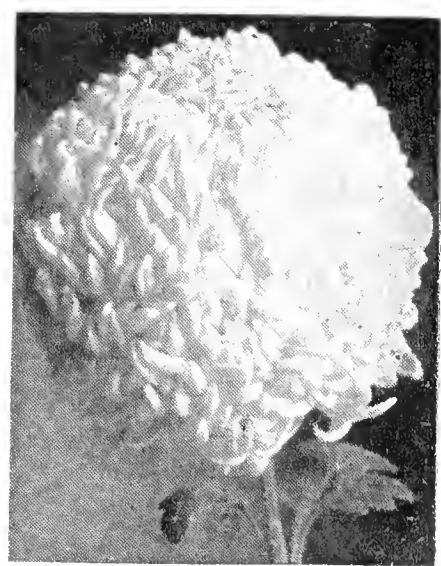
Golden Topaz



J. W. Prince



Mefo



Betsy Ross

FLOYD GIBBONS. (Introduced by us 1931). The outer edge of the upper surface of the petals is rose-pink while the center of the petal is cream color and the reverse or lower surface is a light buff. Incurved form. Flowers 6½ inches in diameter mature November 8 from buds selected September 15. Height 3½ feet.

GOLDEN TOPAZ. (Introduced by us 1932). A very bright yellow, fine upright growth, good stem and foliage. Height 4 feet. Blooms 6½ inches in diameter. Select bud September 5. Matures November 10.

J. W. PRINCE. A sport from Chieftain, slightly darker in color, pink. Flowers 7 inches in diameter. Matures November first. Select bud August 30.

MARGARET GRAHAM. White reflexed, good foliage terminal bud, matures November 20.

MARIE DE PETRIS. A deep yellow of excellent incurved form, stem and foliage perfect. Robust and dwarf. Select bud about September 15. Matures November 15.

MEFO. (Introduced by us 1926). Loosely and irregularly incurved. Color creamy white. Height 4 feet. Matures November 15. Flowers 7 inches in diameter. Select bud September 15.

MRS. HELEN K. JOHNSON. (Introduced by us 1934). A dark yellow about the same shade as the old variety Marigold with petals somewhat irregular and interlacing in the arrangement. Good stem and small foliage. Height 5 feet from late April planting. Buds selected August 20th will mature flowers October 28th. Blooms, 8 inches in diameter.

MRS. HENRY ROBINSON. This variety is very popular in the vicinity of New Orleans since it matures November first for All Saint's Day. An incurved white. Flowers 6 inches in diameter. Requires early bud. Height 3½ feet.

ROSE PERFECTION. (Introduced by us 1920). Still a popular mid-season pink producing flowers 7 inches in diameter from buds selected September 10. Matures early November. Height 3½ feet.

SECRETARY NEHRLING. (Introduced by us 1934). In honor of the Secretary of the Chrysanthemum Society of America. Very perfect in form, the true commercial type resembling the favorite Major Bonnaffon in this respect. Bright yellow, same shade as Mrs. R. M. Calkins. Stem heavy and strong with the foliage extending up to the bloom. Reserve bud August 15th to 20th; later buds, while fully double, produce less globular flowers more intense in color. Height from early May planting, 4½ feet. Flowers 5½ inches in diameter mature November 15th to 20th.

SNOW-WHITE. A large pure white of incurved form, 8 inches in diameter. Sturdy stem and fine foliage. Requires a bud from September 1 to 5. Height, 4 to 5 feet. Matures October 30.

Plants from 2¼-inch pots: \$0.20 each; \$1.50 per ten; \$10.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

LATE SORTS

The late varieties are those which are in perfection November 20 and later depending upon date of propagation and planting.

Some of the late varieties mentioned will perfect flowers by November 10 if early buds are secured and the season is favorable. On the other hand, they may be retarded by planting late and securing late buds.

It is impossible to give exact flowering date since cultural methods influence date of maturity. Plants grown upon raised benches always flower earlier than when the flowers are grown in solid beds or in the ground. Some varieties will flower Christmas and later when grown in solid beds, whereas on raised benches they would flower November 20 and later.

CHATTANOOGA. (Introduced by us 1927). A pure white, 8 inches in diameter maturing December first and later from buds September 20. Height 4 feet.

CLARA B. FORD. (Introduced by us 1926). A clear incurved yellow; strong, upright growth. Flowers 6½ inches in diameter. Select bud September 20. Height 4 feet. Matures November 20.

DECEMBER GLORY. (Introduced by us 1923). An excellent commercial pure white, incurved form throughout. Flowers 7 inches in diameter. Select bud September 30. Matures December 1 and later. Height 5 feet.

FRIENDLY RIVAL. (Introduced by us 1928). The intense yellow of this variety has made it very popular. Flowering period November 15 to Thanksgiving. Bloom 8 inches in diameter. Height 4 feet. Select bud September 10.

GARNET KING. (Introduced by us 1928). Undoubtedly this is the best dark red to date. True reflexed type which shows the color to best advantage. Fine stem and foliage. Select bud September 20 for flowers the end of November. Diameter of flowers 6 inches. Height 4 feet.

GLADYS PEARSON. (Introduced by us 1925). Still very popular bronze to flower the end of November. Select bud September 30. Height 5 feet. Blooms 8 inches in diameter.

GOLDEN MRS. ROSS. This sport is identical in every respect with its parent except color which is a much darker yellow, nearly approaching the color of Friendly Rival. Height 4 feet. Matures November 28.

MISS HELEN FRICK. (Introduced by us 1904). Although an old variety is still one of the very best late pink varieties to date. Matures November 20 and later. Dwarf growth. Should be planted early to secure 4 foot stems. Select bud September 15.

MOHAWK CHIEF. (Introduced by us 1929). The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected October 1 and later for best color. Diameter $7\frac{1}{2}$ inches. Height 3 feet.

MRS. NELLIE T. ROSS. (Introduced by us 1925). A light yellow, possibly a shade lighter than Major Bonnafon. Matures end of November into December. Diameter of flowers 7 inches. Reserve bud end of September. Height 4 feet.

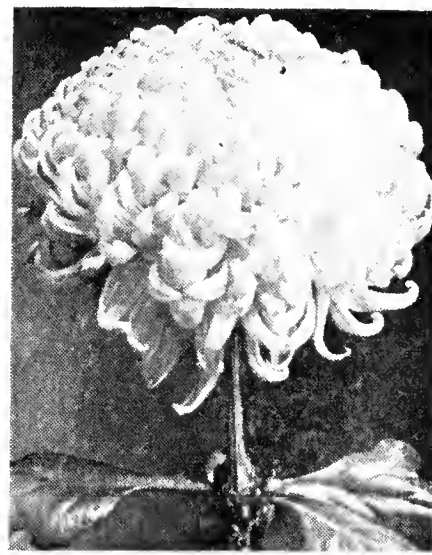
OAK LEAF. A bronze darker than Gladys Pearson from which it is a sport. Select bud September 30. Matures November 20. Height 5 feet. Blooms 8 inches in diameter.



Chattanooga



Garnet King



Friendly Rival



Clara B. Ford



Mohawk Chief



Smith's Late White

SMITH'S LATE WHITE. (Introduced by us 1926). Very late, maturing December 15 and later. A white of perfect globular form with heavy stem and foliage; blooms 6 inches in diameter. Those desiring a very late white should not overlook this variety. Select bud September 30 and later. Height 4 feet.

THANKSGIVING PINK. A very good late reflexed bright pink and is still popular with many. Diameter of flowers 7 inches. Matures Thanksgiving and later. Select bud September 15. Height 4 feet.

WHITE HELEN FRICK. (Introduced by us 1910). A very desirable late white. A sport from Helen Frick. Height 3 feet. Date of bud, September 10.

YELLOW CHATTANOOGA. A very light or cream colored sport from the variety Chattanooga. Buds reserved September 20 mature December 1. Height 4 feet.

YELLOW GLADYS PEARSON. A clear yellow sport from Gladys Pearson. Identical with that variety except color. Refer to Gladys Pearson for best bud date and other description.

Plants from $2\frac{1}{4}$ -inch pots: \$0.20 each; \$1.50 per ten; \$10.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

EXHIBITION SECTION

This section comprises varieties which are considered best for those who desire flowers of exceptionally large size which depends altogether upon the culture given.



Introductions for 1937

HUGH MITCHELL. Deep velvety crimson with gold at the tips, very contrasting in color, makes a wide bloom of extraordinary size. Very solid and of great depth. Early August bud.

MRS. A. HOLDEN. A glowing crimson scarlet with a slight golden reverse. Very large, well formed blooms of good substance. Early August bud.

Plants from 2¼-inch pots: \$1.50 each; \$12.50 per ten.
Not less than five of a variety at ten rate.

Introductions of 1936

CONSPICUOUS. Delicate pink in color, similar to that displayed in early sweet cherries. Color more pronounced from late buds. Diameter of flowers 8 inches. Plants 4 feet in height. Select bud August 25th to 30th. In perfection October 25th. Stem rigid, may be displayed without stakes.

HENRY E. TRUMAN. Of English origin, exceedingly large bloom of very pure white. Strong, healthy stem and foliage. The original description claims the bloom is 10 inches each way. Select bud after August 5th.

ORIENTAL PRINCESS. Very full, double flower; petals rather narrow, the upper surface of which is purple or plum color, similar to La France. The semi-incurred form displays a wonderful contrast with the reverse side which is nearly white. The rigid stem does not require staking. Diameter of flowers 8 inches. Plants 5 feet in height. Select bud September 1st. Matures October 25th.

Plants from 2¼-inch pots: \$1.00 each; \$8.00 per ten.
Not less than five of a variety at ten rate.

Introductions of 1935

CONQUEST. An exhibition variety of very regularly incurved form; color reddish bronze with orange reverse somewhat similar to Glenview. Strong growth; matures October 25th. Stem and foliage good. Blooms 7½ inches in diameter. Select bud September 1st.

DAVID B. OLIVER. Bright orange, long petals with extreme tips toothed and twsited in every direction, exceedingly irregular in arrangement. Dwarf, upright growth with stem of sufficient strength to hold the bloom upright without artificial support. Foliage close to the bloom. Reserve bud August 25th to secure best blooms October 25th. Height 4 feet; diameter of blooms 10 inches.

WHITE NERISSA. This sport, like the original and the bronze sport, is of special interest to those desiring large incurved exhibition blooms. Identical with Nerissa except color. Select bud September 10th.

Plants from 2½-inch pots: \$0.75 each; \$6.00 per ten.
Not less than five of a variety at ten rate.

Standard Varieties

CARRIE BEINECKE. Disseminated as an improved Majestic which would indicate the color was a golden bronze. Select bud after August 20th.

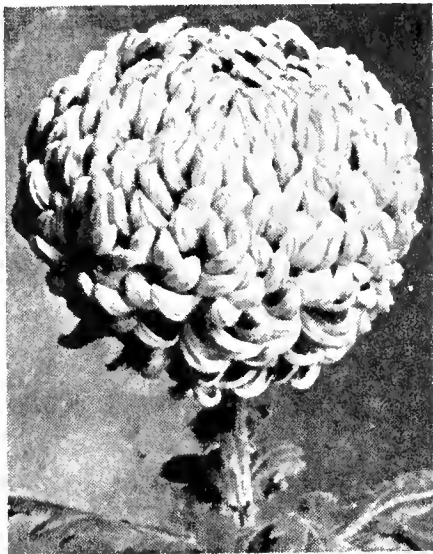
DORALDINA. (Introduced by us 1931). A bright rose-pink of a decided incurved form. Large dark green foliage with strong, upright stem. Diameter of flower 7 inches. Select bud August 20th. Height of plant 4 feet, and matures about October 27th.

EDWIN M. BYRNES. A remarkable shade of scarlet-crimson which illuminates under artificial light. Select bud about August 20th.

ELBERON. (Introduced by us 1913). Bright pink of finest incurved form. Beautiful foliage and good stem. Easy to manage. Semi-dwarf. Date of bud August 30th. Flowers 8 inches in diameter mature November 1st.



Mrs. H. S. Firestone



Secretary Hyde



White Vermont

FRANCINE. (Introduced by us 1927). A Vermont seedling with a strong stem. The upper surface of the petals is old rose and as it is closely incurved the pinkish buff reverse is most prominent. Height medium. May be grown as large as the Turners. Select bud August 15th. Matures November 15th.

IMPERIAL GOLD. (Introduced by us 1930). A light buff reflexed with petals irregular in their arrangement. Select buds from August 5 to 10. Flowers 10 inches in diameter, mature October 25th. Height of plant, 6 feet.

JOHN BALMER. Bronzy red of a very pleasing shade. Strong and vigorous in growth. Select bud about August 15th.

J. R. BOOTH. A bright yellow sport from Nagirroc, possessing the same qualities as to form and size and requiring the same culture. Semi-dwarf. Date of bud, August 20th.

LA FRANCE. (Introduced by us 1930). A decidedly incurved exhibition showing the reverse of the petals. The general color is a silvery mauve with upper surface nearly purple. Blooms eight inches in diameter are cut October 28th from buds reserved August 15th. Exceedingly double and a high, rounded flower. Height 7 feet.

LANCASHIRE. A reflexed yellow forming a large flower of good depth. Produces first class blooms. Select bud August 25th.

MARY L. CLARK. (Introduced by us 1925). A light shade of lavender-pink, maturing October 25th. Eight inches in diameter. Height 5 feet from March propagation. Bud August 25th. May be grown for commercial purposes and is a rose-pink from September bud.

MISS RITA MITCHELL. One of the largest in size of recent years' introductions. Color bronze shaded to salmon with a buff reverse. Select bud August 15th.

MRS. J. LESLIE DAVIS. A sport from Wm. Turner and identical in every way except its color, which is a very pleasing shade of pink. Semi-dwarf. Date of bud August 30th.



Olivette



Golden Majestic



Elberson

MRS. F. E. LEWIS. Deep crimson with old gold reverse. Select bud first week in September. Height 4 feet. Matures November 15th.

MRS. H. S. FIRESTONE. Very large bloom with rigid stem and good foliage. Color chamois-buff. An excellent variety. Dwarf. Date of bud, August 25th.

MRS. G. G. MASON. Color distinct blood-red with golden reverse. Decidedly reflexed form. Reserve bud August 20th. Matures October 28th.

MRS. B. D. SPILMAN. Color apricot-orange and of reflexing form. Height 5 feet. Reserve bud August 20th. Matures October 28th.

NAGIRROC. An exceedingly large, reflexed, golden bronze. Admirably adapted to exhibition purposes. Semi-dwarf. Best bud, August 15th. Flowers 10 inches in diameter; mature October 25th.

NELLIE MITCHELL. Color yellow suffused with bronzy shadings; large size and very desirable. Select bud end of August.

NERISSA. (Introduced by us 1914). A pink of very perfect incurved form. Strong, upright growth. Select bud September 15th. Medium height. Matures November 5th.

ODESSA. (Introduced by us 1914). An excellent exhibition variety. Splendid, incurved form. Color bright yellow. Eclipses all the yellows in size and finish. Tall. Date of bud August 30. Matures November 15.

OLIVETTE. (Introduced by us 1930). Blooms quite irregularly reflexed showing both the upper surface and the reverse of petals. A dark pink or rose color. Flowers 8 inches in diameter, mature the end of October from buds selected August 10. Plants attain a height of about 6 feet.

ORANGE QUEEN. (Introduced by us 1921). Color burnt orange. Plants should be propagated in February and March to secure long stems as the plant is very short jointed. Flowers 9 inches in diameter mature November 1st from buds selected September 1st to 10th.

PRINCESS TERU. (Introduced by us 1931). The flowers of this variety are of the reflexed type. A pink several shades brighter than Well's Late Pink. A very promising variety for exhibition purposes. Flowers 7 inches in diameter. Height of plant 4 feet. Select bud August 25th. Fully matured November 1st.

PURPLE KING. (Introduced by us 1918). The nearest approach to purple. Very large, surpassing Reginald Vallis in size. Tall. Is best from buds selected September 5th. Matures November 10th.

ROSANDA. (Introduced by us 1921). Color old rose. Outer petals are irregularly reflexed while center ones incurve. Tall. Select bud September 10th. Matures November 1st.



Nagirroc



Miss Rita Mitchell



Francine

SECRETARY HYDE. This variety is identical and has precedence over Bronze Nerissa, which we sent out in 1934. Its large, globular formed flowers stamp it as an acquisition for show purposes. Reserve bud September 10th.

SEMINOLE CHIEF. (Introduced by us 1926). A reflex chestnut-bronze resembling the variety President J. W. Everett, but is more dependable, larger in size, and of easy culture, matures October 25th, size 8½ inches. Best bud August 25th.

SHAWNEE CHIEF. (Introduced by us 1934). The upper surface of the maroon petals is Indian red. Petals reflex in an irregular manner. In arrangement they curl and twist in every direction, occasionally showing the golden reverse. The plant is 5½ feet high from early propagation. Select bud about August 25th. Flowers 9 inches in diameter; mature November 5th.

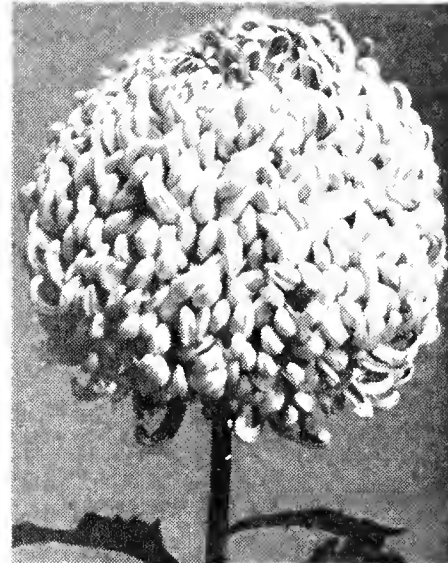
THOS. W. POCKETT. A clear pink with incurved tips; a strong, vigorous grower with ample foliage. Buds late in August give the most perfect flowers and color. Tall. Flowers 9 inches in diameter mature November 1st.



Odessa



Shawnee Chief



La France

VERMONT. Enormous flowers of incurved type. One of the best pinks for exhibition purposes. Tall. Date of bud August 10th. Matures October 25th.

WELL'S LATE BUFF. When properly grown Well's Late Pink still holds its own, for size and color, among the exhibition varieties and this new sport is equally valuable for this purpose. In color it is similar to such varieties as Mrs. August Koch, Floyd Gibbons, and so forth; a rather pinkish, creamy buff. Dwarf in growth. Select bud September 10th. Matures about November 5th.

WM. TURNER. A decidedly incurved variety of purest white. Fine form and strong growth with clean foliage. Semi-dwarf. Date of bud August 30th. Medium height. Diameter of flowers 9 inches. Matures November 1st.

WM. VERT. Bright crimson of large size; form reflexed, growth strong. Semi-dwarf. Date of bud August 20th. Matures October 25th.

WM. H. WAITE IMPROVED. (Introduced by us 1930). Synonym Edith Cavell. A sport from Wm. H. Waite in which the bronze is supplemented by bright red. Dwarf. Matures November 1st.

YELLOW POCKETT. A light yellow sport from Louisa Pockett and identical in every respect except color. Semi-dwarf. Select bud August 10th.

YELLOW TURNER. A light yellow sport from the popular Wm. Turner and equal to its parent in every respect. Semi-dwarf. Date of bud August 30th.

Plants from 2¼-inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

ANEMONES — EXHIBITION VARIETIES

Standard Varieties

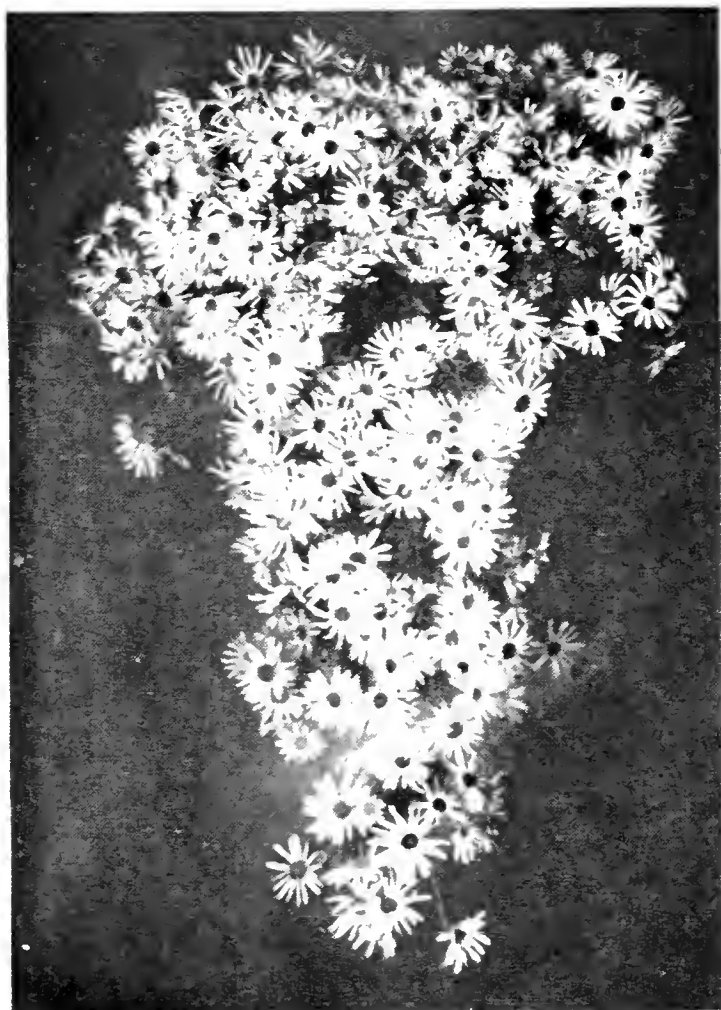
BUFF QUEEN. (Introduced by us 1926). The larger Anemone type, 6¾ inches in diameter. Color of both ray and disc florets is buff, similar to Majestic. Cushion 4¾ inches in diameter. Matures November 1st.

CAPTIVATION. (Introduced by us 1927). When grown single stem, blooms are 7½ inches in diameter. Color of ray florets mahogany-red. Cushion 4 inches, same color except extreme end of quills which is tipped with yellow. Strong stem and wonderful substance. Matures November 10th.

DONILDA. Introduced by us 1933. Long bright yellow guard petals. The disc florets are the same color and the outer ones are long while each succeeding row recedes thus forming a low flat cushion 4 inches in diameter. Diameter of entire flower 9 inches. Height 3 feet. Matures November 25th.

Plants from 2-inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

Japanese Mountain or Cascade Varieties



Grown to Cascade Form

The type known as mountain Chrysanthemum plants is so pliant or yielding that they may be trained to any desired form. For cascading or drooping effect they usually are manipulated as follows: When the main shoot is about 6 inches high pinch the center. As soon as the side shoots attain sufficient length train one of them to a stake 4 feet to 5 feet long, stuck into the soil at an angle of some 30 degrees from the vertical. Pinch the other side shoots from time to time at their third, fourth or fifth joints, according to the variety. Continue pinching throughout the summer until about the middle of September so as to develop a correctly shaped plant. By this time many branches should have been produced at every joint ready to bear flowers at their axils.

When the buds show color remove the stake and place the pot on a shelf sufficiently high to keep the drooping top of the plant from off the ground. Unless the stems hang gracefully by themselves they can be directed by means of galvanized wires bent to any desired shape. Normally the plants will come into bloom about the end of October and remain brilliant until late November. Generous feeding is required

during the entire growing period if large plants are desired. The feeding should be stopped however when the buds show color.

Introductions of 1936

These are small single varieties of fairly dwarf growth very free flowering and with soft or pliable stems. The term Cascade is given these varieties from the fact that one or more growths may be bent down without injury to the plant making them acceptable for use on tables or other flat furniture; with one or more growths hanging down and the balance of the plant upright. This, of course, is all attained by training. The wood is so pliable that it may be tied in nearly any shape desired.

These four new named varieties for growing in cascade form are all anemone flowered. All have pliant stems suitable for this purpose and will supply brighter colors to this section. Jane Harte, yellow, and Anna, white, are the two varieties usually exhibited.

AGAPPINA. This has a smaller cushion than the others, 1 inch in diameter, and the whole flower about 2½ inches. Color a rich mahogany with a slight tinge of yellow on the tips of the cushion florets.

AUTUMN SUNSET. A self-colored, light bronzy orange cushion 1¼ inches and total diameter 2¼ inches.

SHINING LIGHT. A medium shade of pure yellow, both ray florets and cushion. Much larger than Jane Harte the cushion being 1¾ inches and rays extend to 3 inches in diameter.



ZENITH. A chrome or darker yellow than Shining Light. Reverse of petals streaked red. Has red cushion $1\frac{1}{4}$ inches and entire flower $2\frac{1}{2}$ inches in diameter.

Plants from $2\frac{1}{4}$ -inch pots: \$0.30 each; \$2.50 per ten; \$20.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Standard Varieties

Bronze, Pink, Red, White and Yellow. Mixed or separate colors.

ANNA. (Introduced by us 1909). Pure white. Belongs to the true single section, having but one row of petals. Fine for pot plants.

BROWN BUTTON. (Introduced by us 1934). This baby pompon has such a pliant stem that it is a fine subject to be grown as a cascade variety. It is a dark bronze in color, maturing November 10 and is one inch in diameter.

JANE HARTE. (Disseminated as Jean Hart). The variety originated and was named on the estate of Mr. E. S. Webster. They are identical. A yellow sport from Anna. Identical in every way except color.

SHOOTING STAR. (Introduced by us 1934). We have been fortunate in securing an anemone variety which belongs to the cascade section. The star shaped flower is yellow and the center is a low anemone cushion, maturing November tenth. Diameter, one and three-eighths inches.

Plants from $2\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

Chrysanthemum Species

These particular types are not of especial commercial value. They are, however, most interesting to the student and others when they realize these types are ancestors to our present-day Chrysanthemums.

ARCTICUM. The flowers are single, pure white, $2\frac{1}{2}$ inches in height; very hardy. Fine for the rock garden.

COREANUM. The flowers are single, color blush white; $1\frac{1}{2}$ to 2 inches in diameter. While exceedingly hardy it is inclined in some localities to make many blind growths, possibly due to the extreme heat of summer; a condition abnormal in its habitat Korea.

INDICUM. A common wild plant in Southern China and no doubt often obnoxious. The flowers are single, color yellow, $3\frac{1}{4}$ inches in diameter. Plants make many branches as well as lateral growths and are free flowering, the same as those known as mountain varieties.

MORIFOLIUM. The flowers are single, flesh pink, $1\frac{1}{2}$ inches in diameter. Blooms about September 25. Each growth produces many laterals, each flowering profusely. Attains 3 feet in height.

Plants from $2\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

ODD FORMED VARIETIES

This type in most instances is unsatisfactory for general commercial use. The reason is the petals are so long and fragile that they cannot, without injury, be shipped and handled as most Chrysanthemums are. To those who arrange their own products they are quite serviceable for the grace and beauty they impart.

Standard Varieties

Most of the varieties in this section originated in Japan where they are considered the most beautiful of the entire Chrysanthemum family. They are indeed very unique with their feathery and thread-like petals.

DAIKOKU. Long, narrow, white petals which are decidedly hooked up or incurved at the outer extremities.

FANTASIA. A Japanese Anemone of large size, 9 inches or more in diameter, with long tubular ray florets and low button-like disc. Flowers November 10th to 20th.

GREEN EYES. The several rows of bronze outer petals incurve forming a conspicuous cup; inside of petals red. The very prominent center or disc is green which retains its color until the center florets are fully developed. Flowers November 1st. Height 4 feet. Diameter of flowers 6 inches.

MIGNONNETTE. Rather curly fine petals resembling a thistle bloom in form. Color bright yellow.

MISS GENA HARWOOD. Another sport from Rayonnante. Color rosy mauve.

PEGGY ANN HOOVER. Long tubular petals similar to Pride of Tokyo. Color a delicate shade of lavender. Size when disbudded 9 inches or more. From U. S. Department of Agriculture.



Pride of Tokyo

PRIDE OF TOKYO. (Introduced by us 1931). From the fact that this variety is a protege of the Japanese variety Tachibana and inasmuch as most of this type originated in Japan we have named this novelty after one of the important Japanese cities. In structure it is composed of long tubular petals most of which are hooked up or spoon like at the extreme tips. The color is a very delicate creamy pink. Not fully matured by November 20. Will produce four to five flowers per plant like the accompanying illustration which presents flowers whose extreme diameter is 11½ inches. The stem is more rigid than that of many of this class.

RAYONNANTE. Long, cordlike petals, pale rose-pink. Beautiful in color. May be grown very large.

TACHIBANA. Very bright yellow with fine threadlike petals.

THE DEAN. Pure white, feathery in appearance, the narrow petals being very irregularly arranged. Light green center.

UNIQUE. Long, straight, slender, tubular petals of wine-red of lasting quality. May be had from the middle of November into December. Diameter of flowers 8 inches.

WHITE JITSUJETUI. Small flower, petals slashed and toothed at the tips.

WHITE RAYONNANTE. Identical with Rayonnante except in color which is white.

WHITE THREAD. A good name for this odd formed flower. It reminds one of a small tuft of tangled white thread or ravelings.

Plants from 2¼-inch pots: \$0.25 each; \$2.00 per ten; \$15.00 per hundred.
Not less than five of a variety at ten; 25 at hundred rate.

FOR THE ROCK GARDEN

Introductions of 1935

To secure dwarf plants pinch the center as soon as they show active growth, repeating this operation every two weeks. This insures dwarf plants of maximum width and abundance of bloom. Prompt attention to this detail insures success.

The following varieties have been selected especially for planting in the rock garden. They grow only 16 to 18 inches in height and are very free flowering.

GLORIETA. Color light pink, strong, upright growth and very productive. In full bloom October 10th. Plants 16 inches in height with flowers $2\frac{1}{4}$ inches in diameter.

KUZUKA. Color bright pink with an anemone or quilled center of yellow. Dwarf, upright growth and free flowering. Attains 18 inches in height. Matures October 10th. Flowers $2\frac{3}{4}$ inches in diameter.

LILYAN. First opening light pink turning to white. Growth dwarf, attaining only 16 inches; very productive. Matures October 5th. Flowers $2\frac{3}{4}$ inches in diameter.

MARISA. The single flowers have three or more rows of petals which are orange bronze with a golden center. Dwarf, spreading growth and exceptionally free flowering. Matures October 10th. Height of plant 16 inches; flowers $2\frac{1}{2}$ inches in diameter.

**Plants from $2\frac{1}{4}$ -inch pots: \$0.25 each; \$2.00 per ten; \$15.00; per hundred.
Not less than five of a variety at ten; 25 at hundred rate.**

In addition to the foregoing, the following are well adapted for rock gardens: Amelia, Early Bronze, Flash Light, Natoma, Sunkist, Wolverine, Glada, Ganna, Sonoma, Zaza, Rodell, Bonnibel, Ethel, Gold Mine, Margot and Wee Dot.

Chrysanthemum Seed

For several years we have had many calls for Chrysanthemum seed which prompts us to offer strictly fresh seed from 1936 harvest. This mixture contains such types as mountain or cascade varieties, Korean hybrids, early singles, Japanese tubular petal-ed varieties; all types mixed.

Packet \$0.25

CHRYSANTHEMUMS FOR EVERYONE

Since 1907 we have devoted our entire time and energy to the development of all types of Chrysanthemums and especially those best adapted to commercial and exhibition use.

Our best collection of standard varieties is unsurpassed in America. As soon as the merits of the new sorts are established we discard the weakest of the old kinds and thus keep our offerings strictly up-to-date.

ELMER D. SMITH & CO.

ADRIAN, MICH.

CULTURAL SUGGESTIONS FOR CHRYSANTHEMUMS

A few points vital to successful culture should be considered before deciding the best course to take. If the plants at hand are such as are recommended for the production of large blooms designated as Exhibition and Commercial sorts they should be restricted to a very few growths.

A plant producing but three flowers will develop larger blooms than where more are allowed to remain.

The reason is obvious. Flowers are developed by the plant's energy exerted by the assimilation of the elements contained in the soil. When such energy is divided we cannot expect the maximum size.

We would not recommend, when grown out of doors, restricting the plant to one growth as such a course is somewhat hazardous, for should the bud be injured a total loss would result. When growing under glass or other forms of protection one bloom per plant is often resorted to for increasing the size.

DEFECTIVE FOLIAGE—As a general rule, all defective foliage is due to a sudden check, such as: A drouth, over-watering, excessive heat or sudden low temperature. Any extreme or adverse condition has a tendency to abate growth for a time and the results of such spells are usually manifest in blighted or blackened foliage.

DEFORMED FLOWERS—The foregoing paragraph also applies to cases where flowers are onesided or when the center petals fail to develop. Another cause of imperfect flowers is too liberal a supply of nutriment, either in the form of manure incorporated in the soil, or too frequent or strong applications of liquid fertilizers. The more nourishment given, the stronger and more luxuriant the foliage becomes, so that after the buds are selected a continuance of such treatment is in excess of their needs, and the petals just forming are often destroyed or injured. Better results will follow by the use of a moderate amount of fertilizer during the growing season. All applications at this time should be light at first, gradually increasing until the maximum is reached at the time the buds begin to show color.

Another cause of imperfect flowers is the depredation of the Tarnished Plant Bug. This as a rule applies to plants grown out of doors and in warm dry climates, a condition which is most favorable to their development. They do not eat the foliage but puncture the tender growth and extract the juice, thus checking the growth and if the buds are stung, they often produce one-sided flowers.

WATERING—To guard against diseases, it is advisable to confine the hours of watering, as far as possible, to the early morning, so the plants will be fairly dry at night, especially from the middle of August onward.

TIME OF PLANTING—Early planting increases the strength and vigor of the plants, and should improve the quality of the blooms when all the conditions are equal. Such a course is imperative when early flowers are desired, so that the plants attain sufficient size to permit saving early buds.

LIFTING PLANTS—When lifting and potting plants from the open border, see that it is done before the buds appear.

RESERVING STOCK—Those who save the old plants for the sake of perpetuating for the next seasons use, should (if protected under glass) keep them rather on the dry side and give them all the light and air possible at all times unless severe weather prevents.

WINTER PROTECTION—The protection of hardy or garden varieties of Chrysanthemums is a subject that interests many of our customers. The preceding year's growth dies and the underground stems or rhizomes are really what should be protected so as to survive and make new growth for the following year. It is not so much the severity of the winter that causes the plants to perish as the continued freezing and thawing. With this in mind it is best to use some form of light protection which will shade the ground and prevent thawing after it has frozen. Leaves are satisfactory if not used too heavily so as to smother out the plants. If used with some brush on top to keep them in position they will be practical. Those having evergreen boughs or cornstalks will find them very serviceable for this purpose as they will admit the air and shade the ground. When the plants are situated near a building that affords some warmth they very often survive the winter without a covering of any kind.

BUD SELECTION—About August first some varieties begin to develop buds and these are called crown buds. (See cut). This first bud, which appears from about August tenth to twentieth, is the one to reserve for the large exhibition blooms. For this purpose remove all of the lateral growths as they appear. This will concentrate the plant's energy in the bud and subsequent bloom. With a few exceptions the first bud is the one to select for the exhibition varieties and a few of the commercial varieties.

By removing this early crown bud the lateral growths continue and will later form another bud which terminates the growth. This bud is known as the terminal bud. (See cut). This is the bud usually preferred for commercial varieties as well as for large anemones and pompons.



The Early or Crown Bud



The Terminal or Late Bud

The dates suggested in the catalog are fairly accurate in the northern states but in the south buds may not appear as early. This is due to the shortening of the daylight and cooler weather which usually manifests itself by mid-August. From the foregoing it is apparent no fast rule can be given. Every grower should mark the date each bud is selected and when single flowers result make note to advance the date for next year, if too double and malformed select a later bud.

BROKEN PLANTS—It often happens the end of plants are broken off during the process of packing and transporting, such a condition does not impair or detract the quality of the blooms at the flowering time. At the base of each leaf is a latent bud which will soon produce a new growth. Experienced growers often pinch out the centers for the purpose of producing more dwarf growth or to secure dwarf and bushy plants.

COLLECTIONS

The following collections have been arranged to accommodate those who desire a few plants at low cost.

All collections are shipped by parcel post prepaid. The earth is removed from the roots and the plants wrapped in damp moss.

The first three collections are recommended for those living north of latitude 40 degrees which is approximately the latitude of Cleveland, Ohio.

The selection of varieties must be left entirely to us.

No. 1 — 25 Distinct Varieties, selected to flower out of doors prior to killing frost, including the best types for this purpose. This collection may include some new and scarce sorts, many of which are not listed in this catalog.....	\$4.00
No. 2 — 12 Distinct Varieties, same as above	2.00
No. 3 — 6 Distinct Varieties, same as above.....	1.00
No. 4 — 25 Distinct Varieties of Pompons.....	4.00
No. 5 — 12 Distinct Varieties of Pompons.....	2.00
No. 6 — 6 Distinct Varieties of Pompons.....	1.00
No. 7 — 25 Distinct Varieties of Commercial.....	4.00
No. 8 — 12 Distinct Varieties of Commercial.....	2.00
No. 9 — 6 Distinct Varieties of Commercial.....	1.00
No. 10 — 20 Distinct Varieties of Large Exhibitions	4.00
No. 11 — 10 Distinct Varieties of Large Exhibitions	2.00
No. 12 — 5 Distinct Varieties of Large Exhibitions	1.00
No. 13 — 12 Distinct Varieties, 6 Pompons, 6 Anemones	2.00
No. 14 — 12 Distinct Varieties, 6 Pompons, 6 Singles	2.00
No. 15 — 12 Distinct Varieties, 6 Pompons, 6 Hardies	2.00
No. 16 — 12 Distinct Varieties, 6 Commercial, 6 Hardies	2.00
No. 17 — 12 Distinct Varieties, 6 Commercial, 6 Pompons	2.00
No. 18 — 12 District Varieties, 6 Commercial, 6 Singles.....	2.00
No. 19 — 12 Distinct Varieties, 6 Anemones, 6 Pompons.....	2.00
No. 20 — 12 Distinct Varieties, 6 Anemones, 6 Singles	2.00

Smith's Revised Chrysanthemum Manual

Seventh Edition

By Elmer Smith

Who Has Made a Specialty of Chrysanthemum Culture for the Past Thirty-five Years

This booklet treats the subjects in a concise yet lucid manner, covering the whole work from the care of the stock to the staging of blooms.

Several new features have been added, including complete description and remedies for two new diseases, either of which, or the chapter on Chrysanthemum Midge, or the control of leaf tyer, are worth more to the reader than the price charged. Ten new illustrations have also been added.

The best work on American Chrysanthemum Culture. Both amateur and florist have been provided with articles for their special needs.

\$1.50, Postpaid

Chrysaline

Unequaled for Producing Lusty Chrysanthemums

A complete Chemical Fertilizer, perfectly soluble and contains the same constituents as those incorporated in manure, supplying proper quantities of nitrogen, potash and phosphoric acid, which are the most important elements conducive to plant life.

The advantages of Chrysaline over the other manures are: It is clean, has no offensive odor, is soluble and thus easily prepared, is immediate and permanent in its effects, so highly concentrated that it is the cheapest, saves time and labor, and gives accurate results.

Samples of 13½ ounces, prepaid by mail, \$0.50.

Larger quantities will be furnished as follows:

Five Pounds, \$2.50; Ten pounds, \$4.50; Twenty-five pounds, \$10.00; Fifty pounds, \$17.50.
F. O. B. Adrian

One ounce is sufficient for ten gallons. Full directions accompany each package.

Chrysanthemums like a slightly acid soil; Chrysaline has an acid reaction.

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Honorary Recognition

THE honors bestowed upon ELMER D. SMITH in past years and up to the present express the appreciation of several well known horticultural institutions and are bestowed by many in the trade through letters and word of mouth.

- 1926 Honorary membership in the Phi Alpha Xi, Beta Chapter, at the University of Illinois.

The name ELMER D. SMITH was placed in the horticultural building of the Michigan State College, East Lansing, Michigan, among other prominent horticulturists.

- 1927 A degree of Master of Horticulture was bestowed by the Michigan State College, East Lansing.

- 1934 Presentation of a gold scroll by the Chrysanthemum Society of America at Pittsburgh, Pennsylvania, in commemoration of services rendered.

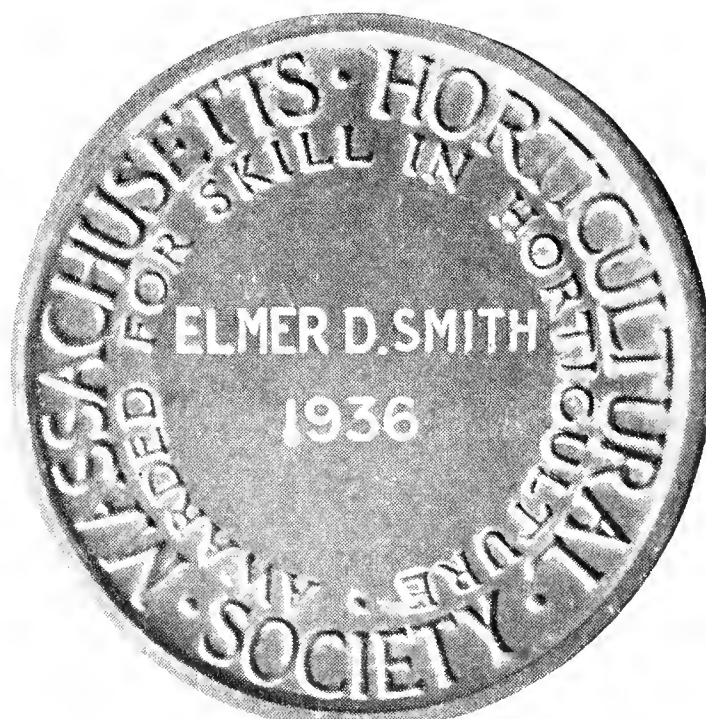
Banquet and presentation of a shield with a gold disc by the Scientific Society of Adrian College.

- 1935 The Adrian City Commission appropriated the name CHRYSANTHEMUM CITY for Adrian, Michigan.

Honorary membership in the Horticultural Society of Michigan, conferred at Detroit, Michigan.

Guest of Honor at a Luncheon and meeting of the Daughters of the American Revolution.

- 1936 Honorary membership bestowed by the Adrian Garden Club.



- 1937 Presentation of a Gold Plaque, inscribed — "Awarded ELMER D. SMITH in recognition of his outstanding achievements, by the Michigan State Florists Association."